The new Audi A1 and S1 range

Pricing and Specification Guide

Valid from December 2014

Personalising your Audi A1

This guide has been designed to help you tailor and price your Audi A1 quickly and logically. At the back, you will find information on CO_2 emissions-based taxation and the other services offered by Audi, including Finance and Insurance. You can also configure your Audi A1 online at audi.co.uk

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IN A 1008
A1
TFSI

Vorsprung durch Technik

Three words that express the very essence of Audi. Vorsprung durch Technik isn't a slogan. It's our way of seeing the world. It is the driving force behind our history of innovation that continues into the 21st century. Indeed, many technologies that Audi pioneered remain in our cars today. Some are milestones in the history of the motorcar. From our beginnings in 1899, to the Auto Union team's Grand Prix successes in the 1930s and our more recent wins at Le Mans, we have always been at the forefront of the motor industry.

Vorsprung durch Technik makes us who we are. To see more of its influence, just read on.

The Audi A1
- a big idea condensed.

The humble paper clip. The tungsten filament. The silicon chip. Sometimes, the biggest ideas are found in the smallest things. And, featuring many of the advanced technologies you'll find in our larger models, the same goes for the Audi A1.

With a choice of efficient and powerful TDI® and FSI® engines, Audi drive select as standard on Sport models and above and optional 7-speed S tronic® transmission, the A1 doesn't compromise on performance either.

Combine this with a wide choice of trim options and colour choices, including leather and Alcantara upholstery, and it's easy to see how the A1 is packed with big ideas.

IN A 1008

PEACE,LOVE AND

HAPPINESS

Efficiency

without compromise.

Design. Technology. Efficiency. Audi have incorporated a lot into the A1 to ensure you get a lot out. We've increased the power output of the TDI® and FSI® engines by up to 10% and improved their efficiency by up to 8% over the previous model.

Combine this with other efficient technologies like Start-Stop and the result is a car that uses less fuel, wastes less energy and releases less CO_2 - just 92g/km from the 1.6TDI®. It's no surprise then, that the entire A1 range meets the highest EU6 emission standards.

If that wasn't enough, Sport, S Line and S1 models also come with Audi drive select featuring an efficiency mode setting. And, while this allows you to choose an even more frugal configuration when it suits, it's still in a car that doesn't compromise on performance.

A1: The inside story

Chrome-plated controls and a 3-spoke steering wheel give the A1 a sporty, dynamic look. For comfort and entertainment, air-conditioning, DAB radio and manually retractable MMI screen come as standard.

And, with a wide choice of interior options from upholstery to colour co-ordinated air vents, centre consoles and even armrests, it's easy to add your personal touches to the A1.

Image for illustrative purposes only.

Audi Connect

Stay networked on the move.

Being inside your car shouldn't mean losing touch with the outside world. That's why, with Audi Connect, the A1 creates a link between you and the Internet. With Internet access in your car, you can go online to access information, entertainment and Google Earth™ for navigation maps. And, with a wireless hotspot within the car, passengers can connect their mobile devices – to browse the Internet or download emails. With Audi Connect, the world is at your fingertips. Available as part of the Technology Package. Please see page 94 for full compatibility information.

WiFi hotspot

Connects your mobile devices to the internet

Online media streaming

Access to global radio stations via smartphone app and WiFi, plus access to your smartphone's media library

Weather information

Gives you forecasts and maps for your chosen destination

News online

Text and images about current world events

City events

Up-to-date information about events happening at your destination

Points of interest

Search Google™ using voice control for points-of-interest to return relevant information such as photos, opening times and visitor ratings

Traffic information online

Complements the dynamic route guidance with real-time traffic flow information for individual stretches of road

Fuel prices

Information on filling stations with the cheapest prices in your selected search area

Country specific information

The legal regulations for a specific country, such as speed limits or whether it is compulsory to carry a high-visibility vest or display a motorway toll sticker, are displayed when crossing a border

Parking information

Helps you find car parks nearby and, where available, information on prices and currently vacant spaces

Navigate with Google Earth™ and Google Street View™

Uses high-resolution aerial and satellite images to guide you to your destination. Photos, terrain information, roads and their names as well as business listings supplement the information. Google Street View provides a virtual run-through of the street views from any angle

Destination entry via myAudi or Google Maps™

If required, navigation destinations can be conveniently planned on your PC or smartphone. myAudi and Google Maps™ allow individual navigation destinations to be sent to the vehicle. When you start your journey, these can be easily loaded as your destination.

Travel information

Sightseeing information - with a function for importing the destination to the navigation system.

Please note that an external data source is required to enable Audi Connect online services. Terms and conditions apply to certain Audi Connect functions. Please see pages 63 and 94 for additional information.

Technology

Customise. Enhance. Enjoy.

From navigation to entertainment to driver assistance and information, an entire range of options is available to help you customise and enhance your experience of driving the A1.

To make choosing yours simple, we've grouped some of our most popular technology options together in our Technology package.
For more details, please refer to page 19 and 62.

Image for illustrative purposes only.

Advanced key

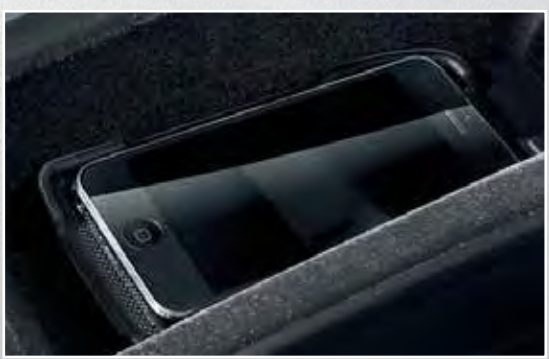
Advanced key allows the driver to keep the key in their pocket or bag at all times. The car can be opened by lifting the drivers door handle and locked by pressing the button on the handle. The engine can be started and stopped by pressing the start/stop button integrated into the dashboard.

BOSE® surround sound

5.1 surround sound* with dynamic noise-compensation, 10-channel amplifier, 14 loudspeakers including centre speaker in the dashboard and 2 surround loudspeakers in the rear shelf. Total output of 465 watts. Speaker housings with bevelled edge plus lighting for door speakers.

Audi drive select

Features three pre-configured modes (Efficiency, Auto and Dynamic) allowing the driver to electronically adjust the engine, steering and air conditioning. Standard on Sport, S line and S1 models.



Connectivity

The most convenient way to both use and charge your mobile phone, simply by placing it in the Audi Phone Box storage compartment in the front centre armrest. Audi Phone Box creates a ‘wireless’ connection to the car for improved reception quality, hands-free facility and voice control.

Image for illustrative purposes only.

Packages

Personalisation simplified

Choosing the options to enhance your A1 is an important part of ensuring your car is right for you. Some items work well together so we've put our most popular equipment into packages for simplicity and added value. The Technology package features Audi Connect and HDD-based Satellite Navigation. The Comfort package now includes Driver's Information System (DIS) and high-beam assist. The Design package allows you to further enhance the interior and exterior of your car by adding options such as a panoramic sunroof and LED interior lighting. For further details please see page 62.

Technology pack

- Audi Music Interface (AMI)
- HDD-based Satellite Navigation
- MMI+
- Audi Connect

Comfort pack

- Drivers Information System (DIS)
- Cruise control
- Auto-dimming rear view mirror
- Rear parking sensors
- Light and rain sensors
- High beam assist

Design pack

- Privacy glass
- LED interior light pack
- Folding door mirrors
- Panoramic sunroof

quattro

S1

Striking design meets stunning performance

Powered by a 2.0-litre TFSI engine, producing an impressive 231PS and 370 Nm of torque, the high-performance S1 can achieve a blistering 0-62mph in 5.8 seconds with a top speed of 155mph. Power and performance that puts the S1 firmly at the pinnacle of the A1 range.

For exceptional handling, quattro® all-wheel-drive, electromechanical power steering and Sports suspension are fitted as standard. You can further optimise your drive with Audi drive select; its three modes – Efficiency, Dynamic and Auto – allow you to change the characteristics of the steering, suspension and acceleration to suit your individual style.

But it's not just the S1's handling and performance that will leave an impression. From contrasting upholstery stitching to the eye-catching quattro® styling packs (details of which can be found on page 64), the S1 looks as impressive on the inside as it feels to drive.

S1 quattro®

The legend reincarnated.

quattro®, Audi's intuitive all-wheel drive system, earned its reputation by helping our rally cars to victory on the demanding circuits of the 1980s.

Fitted as standard on the S1, quattro® constantly analyses each wheel and distributes power to where it's needed most. If one wheel loses traction, quattro® makes sure the others compensate to keep the car in control.

The result? Exceptional grip and precise handling, even in less than perfect driving conditions. Acceleration is aided by greater traction, which ensures that the S1 quattro® of today, is every bit as exhilarating as the original.

Audi quattro
BOSCH
BLAUPUNKT
MICHELIN
MICHELIN TEXACO
Audi Sport
Audi
quattro

SE model equipment

All A1 models have the following items of standard equipment

Engine

Automatic Start-Stop function for greater fuel and CO_2 efficiency. Comprising:

- Recuperation for optimal energy utilisation
- Energy saving tips feature in the Driver's Information System: including gearshift indicator (if Driver's Information System is fitted)

Wheels, tyres and suspension

15" x 6J '5-arm' design alloy wheels with 185/60 R15 tyres

Locking wheel bolts

Dynamic suspension with McPherson front axle and twist-beam rear suspension

Electromechanical power steering

Tyre repair kit*

Tool kit and car jack

Audio and communication

6.5" display screen in high-gloss black – manually retractable

AUX-IN socket

DAB digital radio reception

Concert radio/single CD player with MP3 file compatibility, 6 speakers in front and rear and 2 tweeters

SD memory card reader

Seats

Standard seats in Zeitgeist cloth upholstery

Driver and front passenger seats with manual height, forwards and backwards adjustment

3 rear seats (Sportback only)

Easy-entry front seats (3-door only)

Split-folding rear seats

Interior equipment

3-spoke Sports steering wheel (with gear-shift paddles for S tronic transmissions)

Steering wheel adjustable for height and reach

Air vent sleeves in matt black

Electric front and rear windows (Sportback only)

Electric front windows (3-door only)

Heat-insulating glass windscreen and side windows

Front floor mats

Heated rear windscreen

Centre console with two cup holders and 12V socket

Illuminated glovebox

Manual air conditioning

Non-smoking package

15" x 6J '5-arm' design alloy wheels

Split-folding rear seats

6.5" display screen in high-gloss black

Standard seats in Zeitgest cloth

*Option available to fit spare wheel is available from Audi Centres, please speak to your Centre for information and pricing.

Exterior equipment

Body-coloured door mirrors with integrated indicators

Exterior mirrors – Heated and electrically adjustable

Halogen headlights

Rear fog light

Safety and security

Adaptive brake lights

Driver, front passenger, front side and head airbag system

Electronic Stability Control (ESC), including ABS, EBD, ASR and EDL

First aid kit

Front passenger airbag deactivation switch

ISOFIX child seat mounting – for outer rear seats, including Top Tether attachment

Rear head restraints (adjustable) on all seats

Remote central locking with 2 foldaway keys

Seat belts – 3-point on all seats

Seat belt monitoring for all seats

Seat belt height adjustment for front seats

Secondary Collision Brake Assist

Thatcham Category 1 alarm and immobiliser

Tyre pressure monitor

Warning triangle

Sport model equipment

In addition to SE model equipment

Basic RRP
£1,645.83

Total RRP inc VAT
£1,975.00

Wheels, tyres and suspension

16” x 7J ‘5-spoke’ Sport design alloy wheels
with 215/45 R16 tyres

Sports suspension with stiffer spring and damper settings (de-selection of Sports suspension is available)

Audi drive select – Features three pre-configured modes (Efficiency, Auto and Dynamic) allowing the driver to electronically adjust the engine, steering and air conditioning

Audio and communication

Audi Music Interface – Universal connection for use with stereo audio sources, USB and MP3 devices including Apple iPod generation 4 onwards (iPod, iPod classic, iPod mini, iPod nano, iPod photo, iPod video, iPod touch). The interface provides charging function (dependent on device)

Mobile telephone preparation – Bluetooth interface

Bluetooth Audio Streaming

Voice control of key telephone and radio functions

Two SD card readers – with preparation for SD card based Satellite Navigation

Seats

Front Sports seats in Tornado cloth upholstery

Manually adjustable lumbar support in front seats

Exterior equipment

Front fog lights

Polished tailpipe(s)

Interior equipment

3-spoke leather Sports multi-function steering wheel (with gear-shift paddles for S tronic transmissions)

Driver’s Information System (DIS) – 3.5” monochrome display in the dashboard binnacle. The DIS shows the radio frequency/station or track title, telephone control menu and other display information from the infotainment system such as navigation (if fitted). Also includes an on-board trip computer with short and long-term trip memory, outside temperature display, digital speedometer, door or boot open warning and efficiency program

Washer fluid level indicator

Air vent sleeves in high-gloss black

Aluminium trim for control switches, glove compartment, door handles and door sills

Leather handbrake grip and Sports gear knob with aluminium trim

16” x 7J ‘5-spoke’ Sport design alloy wheels

Driver’s Information System (DIS)

3-spoke Sports leather multi-function steering wheel

Air vent sleeves in high-gloss black

RRP – Recommended Retail Price. VAT is calculated at 20% but this may alter to reflect any change in the applicable VAT rate.

Image shows the A1 Sport model with optional Nano grey, metallic paint (G3)

S line model equipment

In addition to Sport model equipment

Basic RRP
£1,662.50

Total RRP inc VAT
£1,995.00

Wheels, tyres and suspension

17” x 7.5J ‘10-spoke’ high-gloss alloy wheels with 215/40 R17 tyres

S line Sports suspension

Seats

Front Sports seats in Sprint cloth/leather upholstery with embossed S line logo

Exterior equipment

Xenon headlights with LED daytime running lights – includes automatic headlight adjustment, dynamic range control and headlight washers

LED rear lights

S line badges on front wings

S line body styling – comprises radiator grille in high gloss black, front sports bumper, side skirts and rear bumper

Rear diffuser – painted in Platinum grey

S line roof spoiler

Interior equipment

3-spoke leather Sports multi-function steering wheel with aluminium inlay, S line badging and perforated leather trim (with gear-shift paddles for S tronic transmissions)

Black cloth headlining

Door sill trims with aluminium inlays and S line lettering

LED interior light package

17” x 7.5J ‘10-spoke’ high-gloss alloy wheels

Front Sports seats in Sprint cloth/leather

Xenon headlights with LED daytime running lights

RRP – Recommended Retail Price. VAT is calculated at 20% but this may alter to reflect any change in the applicable VAT rate.

Image shows the A1 S line model with optional Scuba blue, metallic paint (S9) with roof contrast line in Brilliant black (A2)

S1 model equipment

In addition/ replacement of Sport model equipment

Wheels, tyres and suspension

17” x 7.5J ‘5-parallel-spoke’ ‘S’ design alloy wheels with 215/40 R17 tyres

‘S’ sports suspension with adjustable dampers. Offers improvement in ride comfort and driving dynamics thanks to two individual damper set-ups that can be controlled via Audi drive select

‘S’-specific, more direct steering. Features speed-dependent steering assistance which can be configured via Audi drive select

quattro® permanent all-wheel-drive

Audi drive select – (in addition to Sport) allows the driver to adjust the dampers and engine sound

Seats

Black Sector cloth/leather upholstery with embossed S1 logo and contrasting red stitching

2 rear seats (3-door and Sportback)*

Exterior equipment

‘S’ design body styling, comprising radiator grille with S design and S1 logo, front sports bumper with air inlets, S side skirts, rear diffuser incorporating dual-branch oval twin tailpipes and S1 logo on rear tailgate. Please note that ‘S’ design body styling removes front fog lights

‘S’ roof spoiler

Xenon headlights with LED daytime running lights – includes automatic headlight adjustment, dynamic range control and headlight washers

LED rear lights

Exterior door mirrors in aluminium styling

Black brake calipers with S1 logo on front calipers

Light and rain sensors

Interior equipment

3-spoke leather Sports multi-function steering wheel with high-gloss S1 badge and perforated leather trim

Door sills with aluminium inlays and S1 logo

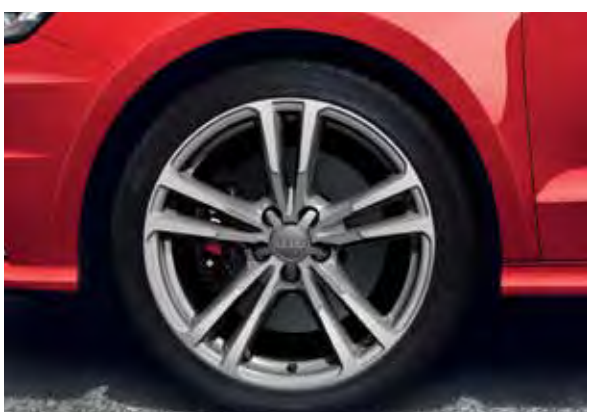
‘S’ specific gear lever knob

LED interior lighting package. Includes illuminated door handles, footwell lighting, illuminated vanity mirrors, illuminated glovebox, front reading lights and ambient lighting

Electronic climate control

Pedals in stainless steel

MMI with S1 logo



17” x 7.5J ‘5-parallel-spoke’ S design alloy wheels

Rear diffuser incorporating dual-branch oval twin tailpipes

Door sills with aluminium inlays and S1 logo

*Please note 3-seat rear bench is not available on S1.
RRP – Recommended Retail Price. VAT is calculated at 20% but this may alter to reflect any change in the applicable VAT rate.

Image shows the S1 3-door model with optional Vegas yellow, gloss paint (L1) and contrast roof line in Brilliant black, gloss (A2)

A1 SE

Engines	Power	Transmissions	CO_2 g/km	Basic RRP	Total RRP inc VAT	Recommended OTR
1.6 TDI	116PS	5-speed manual	92**	£12,287.50	£14,745.00	£15,390.00
1.6 TDI	116PS	7-speed S tronic	97**	£13,570.83	£16,285.00	£16,930.00

A1 Sport

Engines	Power	Transmissions	CO_2 g/km	Basic RRP	Total RRP inc VAT	Recommended OTR
1.4 TFSI	125PS	6-speed manual	115**	£13,370.83	£16,045.00	£16,690.00
1.4 TFSI	125PS	7-speed S tronic	112**	£14,654.17	£17,585.00	£18,230.00
1.6 TDI	116PS	5-speed manual	92**	£13,933.33	£16,720.00	£17,365.00
1.6 TDI	116PS	7-speed S tronic	97**	£15,216.67	£18,260.00	£18,905.00

A1 S line

Engines	Power	Transmissions	CO_2 g/km	Basic RRP	Total RRP inc VAT	Recommended OTR
1.4 TFSI	125PS	6-speed manual	117**	£15,033.33	£18,040.00	£18,685.00
1.4 TFSI	125PS	7-speed S tronic	113**	£16,316.67	£19,580.00	£20,225.00
1.4 TFSI*	150PS	6-speed manual	112**	£15,695.83	£18,835.00	£19,480.00
1.4 TFSI*	150PS	7-speed S tronic	111**	£16,979.17	£20,375.00	£21,020.00
1.6 TDI	116PS	5-speed manual	93**	£15,595.83	£18,715.00	£19,360.00
1.6 TDI	116PS	7-speed S tronic	98**	£16,879.17	£20,255.00	£20,900.00

A1 Sportback SE

Engines	Power	Transmissions	CO_2 g/km	Basic RRP	Total RRP inc VAT	Recommended OTR
1.6 TDI	116PS	5-speed manual	92**	£12,804.17	£15,365.00	£16,010.00
1.6 TDI	116PS	7-speed S tronic	97**	£14,087.50	£16,905.00	£17,550.00

A1 Sportback Sport

Engines	Power	Transmissions	CO_2 g/km	Basic RRP	Total RRP inc VAT	Recommended OTR
1.4 TFSI	125PS	6-speed manual	118**	£13,887.50	£16,665.00	£17,310.00
1.4 TFSI	125PS	7-speed S tronic	112**	£15,170.83	£18,205.00	£18,850.00
1.6 TDI	116PS	5-speed manual	92**	£14,450.00	£17,340.00	£17,985.00
1.6 TDI	116PS	7-speed S tronic	97**	£15,733.33	£18,880.00	£19,525.00

A1 Sportback S line

Engines	Power	Transmissions	CO_2 g/km	Basic RRP	Total RRP inc VAT	Recommended OTR
1.4 TFSI	125PS	6-speed manual	119**	£15,550.00	£18,660.00	£19,305.00
1.4 TFSI	125PS	7-speed S tronic	113**	£16,833.33	£20,200.00	£20,845.00
1.4 TFSI*	150PS	6-speed manual	112**	£16,212.50	£19,455.00	£20,100.00
1.4 TFSI*	150PS	7-speed S tronic	111**	£17,495.83	£20,995.00	£21,640.00
1.6 TDI	116PS	5-speed manual	93**	£16,112.50	£19,335.00	£19,980.00
1.6 TDI	116PS	7-speed S tronic	98**	£17,395.83	£20,875.00	£21,520.00

*1.4 TFSI engine with Audi cylinder-on-demand technology.

**Please note: CO_2 emissions can change if a different size alloy is ordered onto the vehicle. This may also lead to a change to the VED amount payable. Please refer to pages 84 & 87 for more details.

Please note: The maximum power output figures are quoted in PS (or Pferdestärke, which is the metric equivalent of brake horsepower). To convert to brake horsepower, divide the PS figure by 1.0139.

Recommended On-The-Road (OTR) retail prices include: delivery charge, half a tank of fuel, number plates at £590.00 (inc. VAT), Road Fund Licence (which may vary depending on model/transmission – see page 94 for details) and first registration fee at £55.00. Vehicle Excise Duty correct at time of going to print, but this may alter to reflect any change in the applicable VED rate.

RRP – Recommended Retail Price. VAT is calculated at 20% but this may alter to reflect any change in the applicable VAT rate.

S1

Engines	Power	Transmissions	CO_2 g/km	Basic RRP	Total RRP inc VAT	Recommended OTR
2.0 TFSI	231PS	6-speed manual	162**	£20,462.50	£24,555.00	£25,380.00

S1 Sportback

Engines	Power	Transmissions	CO_2 g/km	Basic RRP	Total RRP inc VAT	Recommended OTR
2.0 TFSI	231PS	6-speed manual	166**	£20,979.17	£25,175.00	£26,110.00

**Please note: CO_2 emissions can change if a different size alloy is ordered onto the vehicle. This may also lead to a change to the VED amount payable. Please refer to pages 85 & 88 for more details..

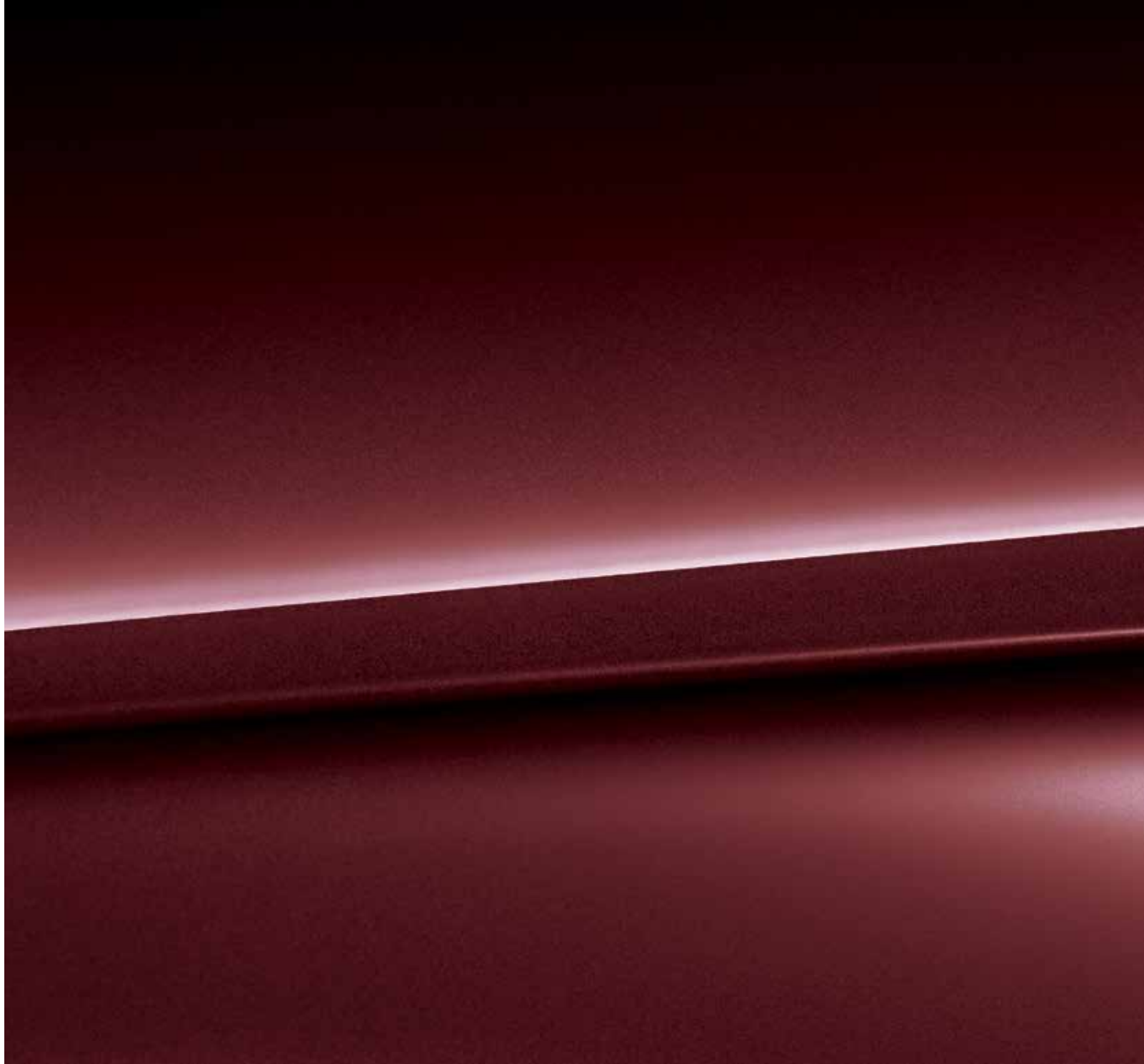
Please note: The maximum power output figures are quoted in PS (or Pferdestärke, which is the metric equivalent of brake horsepower). To convert to brake horsepower, divide the PS figure by 1.0139.

Recommended On-The-Road (OTR) retail prices include: delivery charge, half a tank of fuel, number plates at £590.00 (inc. VAT), Road Fund Licence (which may vary depending on model/transmission – see page 94 for details) and first registration fee at £55.00. Vehicle Excise Duty correct at time of going to print, but this may alter to reflect any change in the applicable VED rate.

RRP – Recommended Retail Price. VAT is calculated at 20% but this may alter to reflect any change in the applicable VAT rate.

Paint

We believe that every part of your car should have a personal touch. Which is why you can choose from a wide range of paint colours and finishes, from standard shades to metallic and pearl effects.

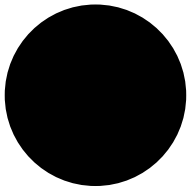


Paint

You can select one of the standard colours shown opposite or, for a different look, choose from the range of optional metallic or pearl-effect finishes.

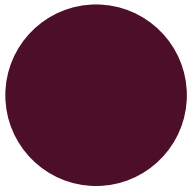
Standard colours

Shell white, gloss – **B4****



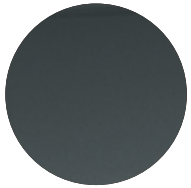
Brilliant black, gloss – **A2**

Optional colours

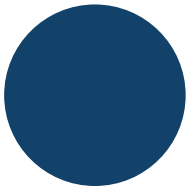


Shiraz red, metallic – **3A****

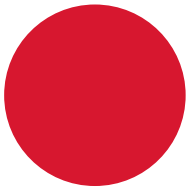
Floret silver, metallic – **L5**



Nano grey, metallic – **G3****



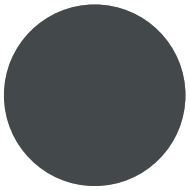
Scuba blue, metallic – **S9**



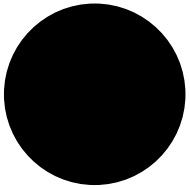
Misano red, pearl effect – **N9**

Utopia blue, metallic – **D2****

Glacier white, metallic – **2Y**

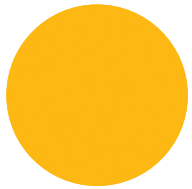


Daytona grey, pearl effect – **6Y***

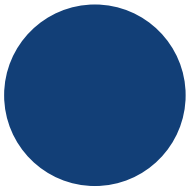


Mythos black, metallic – **0E**

S1 quattro colours



Vegas yellow, gloss – **L1**



Sepang blue, pearl effect – **E9**

Options are subject to availability and may extend delivery.

*Not available on SE or Sport trim.

**Not available on S1 models.

All the colour swatches on this page are matched as accurately as possible to the actual paint colours used. However, due to print processes, Audi UK cannot guarantee that colours shown are 100% accurate.

Visit your local Audi Centre for a more accurate colour swatch.

RRP – Recommended Retail Price.

VAT is calculated at 20% but this may alter to reflect any change in the applicable VAT rate.

Other optional colours

Basic RRP
£283.33

Total RRP inc VAT
£340.00

S1 quattro colours

Basic RRP
£395.83

Total RRP inc VAT
£475.00

A1 and S1 roof contrast line

Basic RRP £291.67 | **Total RRP inc VAT** £350.00

Paint and contrast roof combinations

To help you choose the exterior design of your A1, please use this guide which shows possible paint and contrast roof combinations.

Please refer to page 37 for prices when an optional body paint colour is chosen in combination with a roof contrast line.

Illustration show the Audi A1 in Misano red, pearl effect with roof contrast line in Brilliant black.

A1 and S1 body paint colour

A1 and S1 roof contrast line colour

A1 and S1 roof contrast line colour	Nano grey, metallic – **G3^**	Floret silver, metallic – **L5**	Scuba blue, metallic – **S9**	Shiraz red, metallic – **3A^**	Utopia blue, metallic – **D2^**
Glacier white, metallic – **2Y**		not available			
Floret silver, metallic – **L5**		not available			
Daytona grey, pearl effect – **6Y****	not available				
Brilliant black, gloss – **A2**					

*S1 only.
** Daytona grey is only available on S line/S1.
^Not available on S1 3 door or S1 Sportback.

A1 and S1 body paint colour

Glacier white, metallic – **2Y** | Mythos black, metallic – **0E** | Daytona grey, pearl effect – **6Y**** | Misano red, pearl effect – **N9**

A1 and S1 roof contrast line colour

Glacier white, metallic – **2Y**	not available			
Floret silver, metallic – **L5**				
Daytona grey, pearl effect – **6Y****		not available		
Brilliant black, gloss – **A2**		not available		

S1 body paint colour

Vegas yellow, gloss – **L1*** | Sepang blue, pearl effect – **E9***

S1 roof contrast line colour

A1 and S1 Sportback contrast roof

Basic RRP £333.33 | **Total RRP inc VAT** £400.00

Paint and contrast roof combinations

To help you choose the exterior design of your A1 Sportback, please use this guide which shows possible paint and contrast roof combinations.

Please refer to page 37 for prices when an optional body paint colour is chosen in combination with a roof contrast line.

Illustrations show the Audi A1 Sportback in Scuba blue, metallic paint with roof contrast in Floret silver.

A1 and S1 Sportback body paint colour

A1 and S1 Sportback roof contrast colour

	Nano grey, metallic – **G3^**	Floret silver, metallic – **L5**	Scuba blue, metallic – **S9**	Shiraz red, metallic – **3A^**	Utopia blue, metallic – **D2^**
Floret silver, metallic – **L5**		not available			
Daytona grey, pearl effect – **6Y****	not available		not available	not available	not available
Brilliant black, gloss – **A2**					

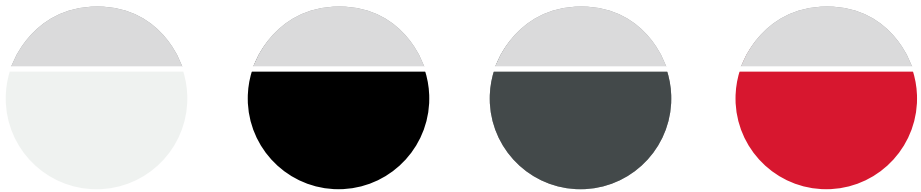
*S1 only.
** Daytona grey is only available on S line/S1.
^Not available on S1 3 door or S1 Sportback.

A1 and S1 Sportback body paint colour

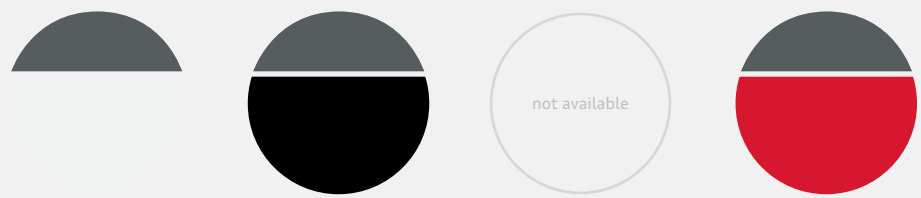
Glacier white, metallic – **2Y** Mythos black, metallic – **0E** Daytona grey, pearl effect – **6Y**** Misano red, pearl effect – **N9**

A1 and S1 Sportback roof contrast colour

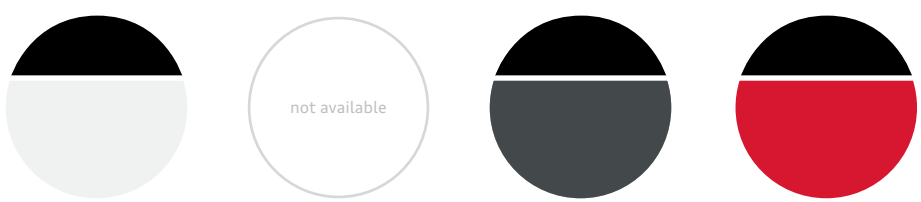
Floret silver, metallic – **L5**



Daytona grey, pearl effect – **6Y****



Brilliant black, gloss – **A2**

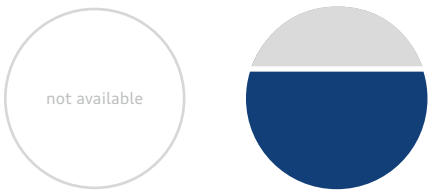


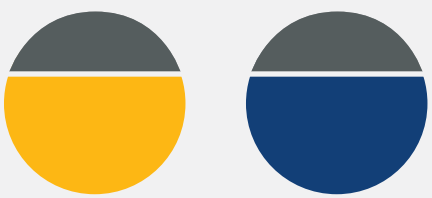
S1 Sportback body paint colour

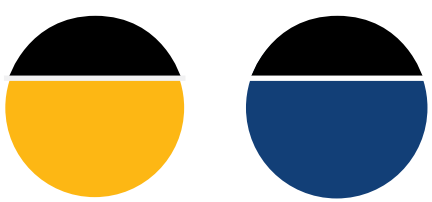
Vegas yellow, gloss – **L1***

Sepang blue, pearl effect – **E9***

S1 Sportback roof contrast colour







Paint

Audi exclusive

Everyone has a favourite colour. No matter what yours is, Audi exclusive provides a range of unique colours that have been designed to set your car apart. Choose from the swatches here, or specify any other paint colour in the Audi range, the choice is yours.*

Customised paint

If you have a particular colour in mind, we'll mix the exact metallic or pearl-effect shade you want.**

*Audi exclusive paint is subject to factory approval. Visit your local Audi Centre for colour samples.

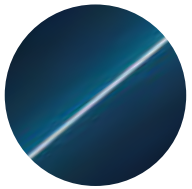
**Customised paint is subject to factory approval, and is available for metallic and pearl-effect water-based paints only. Three-colour process colours and two-tone schemes are not available.

All the colour swatches on this page are matched as accurately as possible to the actual paint colours used. However, due to print processes, Audi UK cannot guarantee that colours shown are 100% accurate.

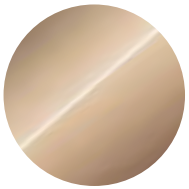
Visit your local Audi Centre for a more accurate colour swatch.

RRP – Recommended Retail Price.

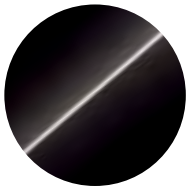
VAT is calculated at 20% but this may alter to reflect any change in the applicable VAT rate.



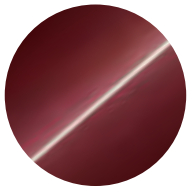
Palace blue, pearl effect



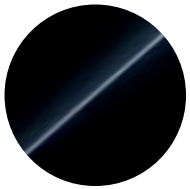
Sand beige, pearl effect



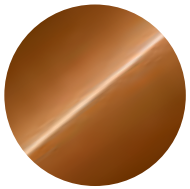
Saddle brown, pearl effect



Classic red, pearl effect



Mamba black, metallic



Ipanema brown, metallic

Any colour in the Audi range or
100 exclusive colours to choose from*

Audi exclusive*

Basic RRP
£1,533.33

Total RRP inc VAT
£1,840.00

Customised paint**

Customised**

Basic RRP
£1,950.00

Total RRP inc VAT
£2,340.00

Image shows S1 Sportback model in Audi Exclusive paint - Viper green with contrast roof in Brilliant black

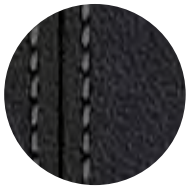
Upholstery

It’s important to feel comfortable on the road. Just choose from our range of luxury upholstery materials and textures, including additional support and colour options, for complete relaxation while you drive.

Upholstery

A1 SE

Choose between cloth or leather upholstery to give your car's interior the look and feel you want.

		SE	Sport	S line	S1	Basic RRP	Total RRP inc VAT
Zeitgeist cloth	Black – **YM**	S	–	–	–	No charge	No charge
Milano leather*	 Black – **YM**	●	–	–	–	£1,291.67	£1,550.00

Black Zeitgeist cloth – YM

Options are subject to availability and may extend delivery.

– = Not available
● = Available
S = Standard

*Only available with front Sports seats.

RRP – Recommended Retail Price.

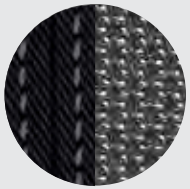
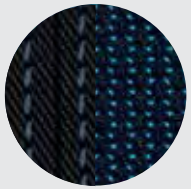
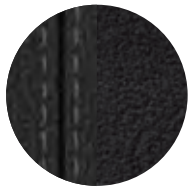
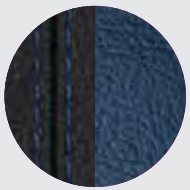
VAT is calculated at 20% but this may alter to reflect any change in the applicable VAT rate.

Upholstery

A1 Sport

Choose your favourite upholstery from the swatches shown opposite to give your car's interior the look and feel you want.

All Sport model upholstery colours receive contrast colour seat stitching.

		SE	Sport	S line	S1	Basic RRP	Total RRP inc VAT
Tornado cloth	Black – **YS**  Black/Steel grey – **YI**  Laser blue – **YO**	–	S	–	–	No charge	No charge
Leather/Alcantara	 Black/Black – **YS**	–	•	–	–	£729.17	£875.00
Milano leather	Black/Black – **YS**  Blue/Black – **YO**	–	•	–	–	£1,020.83	£1,225.00

Options are subject to availability and may extend delivery.

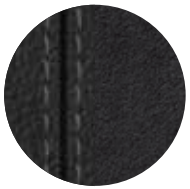
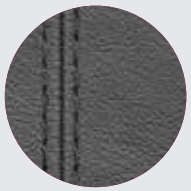
– = Not available
• = Available
S = Standard

RRP – Recommended Retail Price.

VAT is calculated at 20% but this may alter to reflect any change in the applicable VAT rate.

Upholstery

A1 S line

		SE	Sport	S line	S1	Basic RRP	Total RRP inc VAT
Sprint cloth/ leather	Black – **QF**	–	–	S	–	No charge	No charge
Leather/ Alcantara*	 Black – **QF**	–	–	●	–	£400.00	£480.00
Fine Nappa leather**	Black – **QF**  Rotor grey – **SL**	–	–	●	–	£1,041.67	£1,250.00

Options are subject to availability and may extend delivery.

*Alcantara seat centres are perforated.

**Only available with Super Sports seats.

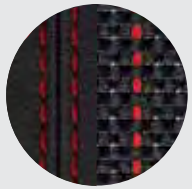
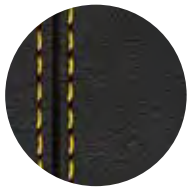
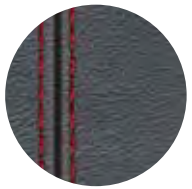
– = Not available
● = Available
S = Standard

RRP – Recommended Retail Price.

VAT is calculated at 20% but this may alter to reflect any change in the applicable VAT rate.

Upholstery

S1

		SE	Sport	S line	S line Style Edition	Black Edition	S1	Basic RRP	Total RRP inc VAT
Sector cloth/ leather	 Black with red stitching Sector cloth – **AJ**	–	–	–	–	–	S	No charge	No charge
Fine Nappa leather	Black with silver stitching – **QF**	–	–	–	–	–	•	£541.67	£650.00
	 Black with yellow stitching – **SN***								
	 Steel grey with red stitching – **L0**								

Options are subject to availability and may extend delivery.

*S1 Super Sports seats only.

– = Not available
• = Available
S = Standard

RRP – Recommended Retail Price.

VAT is calculated at 20% but this may alter to reflect any change in the applicable VAT rate.

Seats

Choose from a variety of different seat options so you can maintain the correct driving posture at all times.

Order Code		SE	Sport	S line	S1	Basic RRP	Total RRP inc VAT
3NZ	**4-seat option.** Includes only 2 rear seat belts and headrests for the rear seats. A1 Sportback only	●	●	●	S	No charge	No charge
Q4Q	**Super Sports seats.** With integrated headrests and shaped side bolsters giving increased lateral support. Easy-entry front seats with 2-way lumbar support. Manually adjustable height, forwards and backwards position, headrest and seat back angle. Only in combination with Fine Nappa leather (N2R, N3M or N3Q). Please note the backrest on the Super Sports seats are in high-gloss black	–	–	●	●	£500.00	£600.00
4A3	**Heated front seats.** Individually controlled variable temperature adjustment	●	●	●	●	£179.17	£215.00

Black with red stitching sector cloth – AJ

Options are subject to availability and may extend delivery.

– = Not available
● = Available
S = Standard

RRP – Recommended Retail Price.

VAT is calculated at 20% but this may alter to reflect any change in the applicable VAT rate.

Colour and trim guide

Interior trim colours

A1 SE

To help you choose the right interior for your new Audi A1, please use this guide, showing the carpet, dashboard and headlining colours that have been matched to your chosen upholstery.

A1 Sport

A1 S line

S1

Options are subject to availability and may extend delivery.

– = Not available
• = Available
S = Standard

*When 7HB is ordered the centre console and armrests will match the seat centre colour.

**Only available as part of the quattro interior styling package.

Please note the choice of exterior paint colour may restrict the available interior trim colour choices.

Order Code	Seat centre section	Seat side section	Contrast stitching	Dashboard	Carpet	Centre console, armrest, map pocket, speaker grilles	Headlining	Zeitgeist cloth (N0L)	Milano leather (N5W)
YM	Black	Black	–	Black	Black	Black	Titanium grey	•	•

Order Code	Seat centre section	Seat side section	Contrast stitching	Dashboard	Carpet	Centre console, armrest, map pocket, speaker grilles	Headlining	Tornado cloth (N2T)	Milano leather (N5W)	Leather/ Alcantara (N7R)
YS	Black	Black	Rock grey	Black	Black	Black	Titanium grey	•	•	•
YI	Steel grey	Steel grey	Rock grey	Black	Black	Black*	Titanium grey	•	–	–
YO	Laser blue	Black	Laser blue	Black	Black	Black*	Titanium grey	•	•	–

Order Code	Seat centre section	Seat side section	Contrast stitching	Dashboard	Carpet	Centre console, armrest, map pocket, speaker grilles	Headlining	Sprint cloth/ leather (N7V)	Fine Nappa leather (N2R)	Leather/ Alcantara (N7K)
QF	Black	Black	Dark silver	Black	Black	Black	Black	•	•	•
SL	Rotor grey	Rotor grey	Dark silver	Black	Black	Black	Black	–	•	–

Order Code	Seat centre section	Seat side section	Contrast stitching	Dashboard	Carpet	Centre console, armrest, map pocket, speaker grilles	Headlining	Sector cloth/ leather (N0B)	Fine Nappa leather with S1 logo (N3M)	Fine Nappa leather with coloured backrest covers (N3Q**)
AJ	Black	Black	Red	Black	Black	Black	Black	•	–	–
QF	Black	Black	Silver	Black	Black	Black	Black	–	•	•
LO	Steel grey	Steel grey	Red	Black	Black	Steel grey	Black	–	•	•
SN	Black	Black	Yellow	Black	Black	Black	Black	–	•	•

Interior styling

For a more individual finish you can choose from a range of colour air vent sleeves and interior elements, to help you personalise the interior of your A1.

Air vent sleeves

Choose an air vent sleeve to complement or contrast with your chosen interior colour.

Matt finish

Matt black – **5MA**

High-gloss finish

Black – **5MB**

Steel grey – **5MV**

White – **5MJ**

Metallic finish

Aluminium look – **5MD**

Laser blue – **7TD**

Air vent sleeves

Order Code		SE	Sport	S line	S1	Basic RRP	Total RRP inc VAT
5MA	**Matt black**	S	–	–	–	No charge	No charge
5MB	**High-gloss black**	•	S	S	S	£83.33	£100.00
5MD	**Aluminium look**	–	–	•	•	£83.33	£100.00
–	**High gloss colour contrast air vent sleeves.** Available in 4 colours. See opposite page for colour availability. Please note that colour contrast air vent sleeves can be selected to complement corresponding interior colour or contrast with black upholstery	–	•	•	–	£83.33	£100.00

Options are subject to availability and may extend delivery.

– = Not available
• = Available
S = Standard

RRP – Recommended Retail Price.

VAT is calculated at 20% but this may alter to reflect any change in the applicable VAT rate.

Interior elements

Choose from these contrast interior elements to complement your exterior paint colour.

Floret silver – **YIL**

Daytona grey – **YIH**

Shell white – **YIQ**

Misano red – **YII**

Glacier white – **YIJ**

Macao yellow – **YIR**

Interior elements

Order Code		SE	Sport	S line	S1	Basic RRP	Total RRP inc VAT
–	**Interior elements in contrast colour.** Available in 6 colours. See opposite page for examples of selected colour availability. Rear-view mirror trim not available in combination with auto-dimming rear-view mirror. Not available in combination with high gloss colour contrast air vent sleeves.	•	•	•	–	£416.67	£500.00
7HB	**Mono.pur centre console and armrest.** Please note when ordered in combination with Steel grey or Laser blue interior, both elements will be in matching colour	–	•	•	–	£250.00	£300.00
6NJ	**Cloth headlining -** Titanium grey	S	S	–	•	No charge	No charge

Options are subject to availability and may extend delivery.

– = Not available
• = Available
S = Standard

RRP – Recommended Retail Price.

VAT is calculated at 20% but this may alter to reflect any change in the applicable VAT rate.

Options

Every driver has different needs, which is why we have created some useful options to further enhance your car. For extra comfort, support, style or function, you can choose from a variety of additional features, tailoring everything from your infotainment and audio equipment to your wheels and lighting.

Wheels, tyres and suspension

Choose a set of specially-selected alloy wheels to subtly enhance the way your A1 looks.

17” x 7.5J ‘5-arm’ design bi-colour alloy wheels – **CP2**

17” x 7.5J ‘5-V-spoke’ design bi-colour alloy wheels – **CP3**

18” x 7.5J ‘5-arm Wing’ design high gloss titanium finish alloy wheels - **F41**

18” x 7.5J ‘5-V-spoke’ design titanium finish, diamond cut alloy wheels - **CF9**

18” x 7.5J ‘5-parallel-spoke Star S’ design alloy wheels – **C0C**

Wheels, tyres and suspension

Order Code		SE	Sport	S line	S1	Basic RRP	Total RRP inc VAT
CP2	**17" x 7.5J '5-arm' design bi-colour alloy wheels** with 215/40 R17 tyres	–	•	–	–	£383.33	£460.00
CP3	**17" x 7.5J '5-V-spoke' design bi-colour alloy wheels** with 215/40 R17 tyres	–	•	–	–	£466.67	£560.00
F41	**18" x 7.5J '5-arm Wing' design high gloss titanium finish alloy wheels** with 225/35 R18 tyres	–	–	•	–	£616.67	£740.00
CF9	**18" x 7.5J '5-V-Spoke' design titanium finish, diamond cut alloy wheels** with 225/35 R18 tyres	–	–	•	–	£787.50	£945.00
C0C	**18" x 7.5J '5-parallel-spoke Star S' design alloy wheels** with 225/35 R18 tyres	–	–	–	•	£541.67	£650.00
UC0	**Dynamic suspension.** Fine-tuned to deliver a more comfortable drive. Not available in combination with 18" alloy wheels	S	•	•	–	No charge	No charge
PDA	**Sports suspension** with stiffer spring and damper settings	–	S	•	–	No charge	No charge
PC2	**Red brake calipers** with S1 logo on the front calipers	–	–	–	•	£262.50	£315.00
2H5	**Audi drive select -** auto, dynamic and efficiency modes available to change the vehicle characteristics. The following characteristics are adapted: steering, throttle response, gearshift changes (with S tronic transmission) and air conditioning (in efficiency mode). Not available on 3-cylinder engines.	•	S	S	S	£125.00	£150.00
PDE	**Sports suspension with adjustable dampers.** Suspension set up can be adjusted to the driving conditions. Two setups are available (auto or dynamic) via Audi drive select*	–	•	•	S	£412.50	£495.00

Options are subject to availability and may extend delivery.

– = Not available
• = Available
S = Standard

*Only available on 4 cylinder models with Audi drive select

RRP – Recommended Retail Price.

VAT is calculated at 20% but this may alter to reflect any change in the applicable VAT rate.

Packages

Some items work well together, which is why we've created these special packages. They provide increased convenience and value by combining several of our most popular options.

Options are subject to availability and may extend delivery.

– = Not available
• = Available
S = Standard

*Please note that the door mirrors do not fold automatically when the engine is switched off. Mirrors are folded by turning the exterior mirror button.

RRP – Recommended Retail Price.

VAT is calculated at 20% but this may alter to reflect any change in the applicable VAT rate.

Order Code		SE	Sport	S line	S1	Basic RRP	Total RRP inc VAT
WB1	**Comfort package.** Acoustic parking system (rear only), Drivers Information System, Cruise control, High-beam assist, Auto-dimming rear-view mirror and light and rain sensors	•	–	–	–	£700.00	£840.00
		–	•	•	–	£541.67	£650.00
		–	–	–	•	£437.50	£525.00
WB4	**Technology package.** Satellite Navigation system - HDD-based with Audi Connect. Route-planning and guidance using voice, pictogram and 3D mapping. Navigation possible with Google Earth™, Google Street View™ and Point-of-interest search with voice control. Third generation MMI system including high-resolution (800x480) 6.5" colour TFT display, two SD card readers and 40GB hard drive, 20 GB of which can be used to store up to 8,000 songs. HDD Navigation functionality includes advanced speech recognition, 3D and topographical mapping display and advanced 3D building display. Additional Audi Connect services include WiFi hotspot, Traffic information online and fuel price information. Please note that luggage capacity is reduced with this option. Please see pages 14 and 96 for a full description on Audi Connect, including functionality and compatibility details.	–	•	•	•	£1,245.83	£1,495.00
WB0	**Design package.** Includes panoramic sunroof, LED interior lighting, folding door mirrors,* privacy glass and windscreen sunband. Not available on S1 Sportback	•	•	–	–	£829.17	£995.00
		–	–	•	•	£704.17	£845.00

Acoustic parking system (rear)

Panoramic sunroof

Packages

Options are subject to availability and may extend delivery.

[1]The 18" wheel in this package will increase the CO_2 emissions to 166g/km on S1 3-door and 168g/km on S1 Sportback. This may result in an increase in subsequent Vehicle Excise Duty payable. Please see page 94 for more details.

[2]Logo in Brilliant black or Floret silver depending on exterior colour choice.

*Please note stainless steel footrest is not available on right hand drive models.

– = Not available
• = Available
S = Standard

RRP – Recommended Retail Price.

VAT is calculated at 20% but this may alter to reflect any change in the applicable VAT rate.

Order Code		SE	Sport	S line	S1	Basic RRP	Total RRP inc VAT
PSA	**quattro® interior styling package.** Includes centre console in high-gloss black/red/yellow, S Super Sports seats in Fine Nappa leather with back of the front seats in high gloss red/yellow or high gloss black with quattro logo, door armrest in leather black with contrast stitching in silver or yellow or leather grey with red contrast stitching, flat bottomed multi-function steering wheel with contrasting stitching in silver/red or yellow, air vent sleeves in high gloss black with red inside ring (aluminium option available using code 5ML) and black floor mats with double piping black/silver or steel grey/red or black/yellow. Colour options are restricted based on seat and paint choices, please see colour and trim guide below	–	–	–	•	£1,412.50	£1,695.00
WST	**quattro® exterior styling package.** [1]Includes Xenon headlights with red trim, red brake calipers with S1 logo, striking roof spoiler, exterior quattro side logo. [2]18" S design matt black alloy wheels and bumper with aluminium-look front spoiler lip. Red headlight trim and brake calipers can be de-selected free of charge (PSB). quattro roof spoiler can be de-selected free of charge (PFJ). Please note that contrast roof/roofline is only available in Brilliant black or Floret silver in combination with this pack. Exterior colour Brillant black cannot be selected in combination with this option	–	–	–	•	£1,037.50	£1,245.00

Order Code			Scuba blue, metallic (S9)	Glacier white, metallic (2Y)	Floret silver, metallic (LS)	Misano red, pearl effect (N9)	Mythos black, metallic (0E)	Daytona grey, pearl effect (6Y)	Vegas yellow (L1)	Sepang blue, pearl effect (E9)
L0	Grey Fine Nappa leather seats with red stitching	Interior high gloss elements in red	–	•	•	•	•	•	–	–
QF	Black Fine Nappa leather seats with silver stitching	Interior high gloss elements in black	•	•	•	•	•	•	•	•
SN	Black Fine Nappa leather seats with yellow stitching	Interior high gloss elements in yellow	–	•	•	–	•	•	•	–

quattro® interior styling package*

quattro® interior styling package

Image shows the S1 Sportback model with optional Misano red, pearl effect paint (N9), quattro exterior styling package (WST) and contrast roof (6H4) in brilliant black.

Audio and communication

Stay in touch using our range of communication functions, and give each journey its own soundtrack with our advanced audio equipment.

You can also opt for the Technology package, which combines some of the features shown here with the HDD-based Satellite Navigation. See page 66 for further details.

Order Code		SE	Sport	S line	S1	Basic RRP	Total RRP inc VAT
9Q7	**Driver's Information System (DIS).** 3.5" monochrome display in the dashboard binnacle. The DIS shows the radio frequency/station or track title, telephone control menu and other display information from the infotainment system such as navigation (if fitted). Also includes an on-board trip computer with short and long-term trip memory, outside temperature display, digital speedometer, door or boot open warning and efficiency program	●	S	S	S	£158.33	£190.00
9VD	**Audi sound system.** Includes 6-channel amplifier, 6 loudspeakers in front and rear, 2 tweeters in A-posts, centre speaker in dashboard and subwoofer. Total output of 180 watts	●	●	●	●	£212.50	£255.00
9VK	**BOSE® surround sound system.** 5.1 surround sound* with dynamic noise-compensation, 10-channel amplifier, 14 loudspeakers including centre speaker in the dashboard and 2 surround loudspeakers in the rear shelf. Total output of 465 watts. Speaker housings with bevelled edge plus lighting for door speakers. Only available in combination with LED interior light package. Please note that luggage capacity is reduced with this option	●	●	●	●	£575.00	£690.00
PNU	**Satellite Navigation system – SD card-based.** Route planning and guidance using voice, pictogram and 2D mapping. 7-digit postcode recognition. Includes AM/FM tuner with TP memo function. Single front-loading CD player with MP3 compatibility. Third generation MMI system including high resolution (400x240) 6.5" colour TFT display and two SD card readers (one of which is used by the Navigation SD card). Navigation functionality includes advanced speech recognition. Also includes Audi Music Interface and Bluetooth interface with Bluetooth audio streaming. Only in combination with Driver's Information System and multi-function steering wheel	● –	– ●	– ●	– ●	£979.17 £475.00	£1,175.00 £570.00

Options are subject to availability and may extend delivery.

*When combined with Technology package.

– = Not available
● = Available
S = Standard

RRP – Recommended Retail Price.

VAT is calculated at 20% but this may alter to reflect any change in the applicable VAT rate.

BOSE® surround sound system

Audio and communication

Order Code		SE	Sport	S line	S1	Basic RRP	Total RRP inc VAT
PNV	**Connectivity package.** Audi Music Interface, Bluetooth interface including voice control and Bluetooth audio streaming. Also includes additional SD card reader and preparation for Satellite Navigation.* Only in combination with Driver's Information System and multi-function steering wheel. Not in combination with Satellite Navigation – SD card-based	●	–	–	–	£504.17	£605.00
9ZX	**Mobile telephone preparation – Bluetooth interface.** Provides hands-free connection via Bluetooth using mobile phone aerial. Please contact your Audi Centre for phone compatibility. Only in combination with Driver's Information System and multi-function steering wheel	●	S	S	S	£208.33	£250.00
9ZE 6E3	**Audi Phone Box.** Enables drivers to use their mobile phone in the car by placing it in the storage compartment provided in the centre console to create a wireless connection to the vehicle aerial via the integrated connector in the storage compartment. Can be charged via a USB port. Operated via the MMI control panel, the multi-function steering wheel or voice control system. Includes front centre armrest. Not available in combination with Technology package (WB4)	–	●	●	●	£395.83	£475.00
7A2	**CD changer.** For six CDs with MP3 compatibility	●	●	●	●	£270.83	£325.00

Options are subject to availability and may extend delivery.

– = Not available
● = Available
S = Standard

RRP – Recommended Retail Price.

VAT is calculated at 20% but this may alter to reflect any change in the applicable VAT rate.

Audi Phone Box

Interior equipment

Specify every detail of your car's interior with this wide range of options.

Options are subject to availability and may extend delivery.

– = Not available
• = Available
S = Standard

RRP – Recommended Retail Price.

VAT is calculated at 20% but this may alter to reflect any change in the applicable VAT rate.

Order Code		SE	Sport	S line	S1	Basic RRP	Total RRP inc VAT
PG3	**Advanced key.** Access and authorisation system which automatically exchanges data between key and vehicle, allowing the driver to keep the key in their pocket or bag at all times. To unlock and open, simply lift the driver or passenger door handle. To lock, press the button on the handle. Pressing the start/stop button integrated in the dashboard starts and stops the engine	•	•	•	•	£325.00	£390.00
6Q5	**Aluminium gear knob.** Only on manual models	•	•	•	•	£108.33	£130.00
8T2	**Cruise control.** For holding any speed above 25mph. Also available as part of the Comfort package – see page 68 for details	•	•	•	•	£187.50	£225.00
9AK 8N6 4GP	**Electronic climate control.** Automatically controls the air temperature, flow rate, distribution and air recirculation, including humidity sensor and defrost button for rapid defrosting of windscreen. Also includes light and rain sensors	•	•	•	S	£275.00	£330.00
	In combination with Comfort package	•	•	•	–	£170.83	£205.00
QQ1	**LED interior light package.** Includes illuminated door handles, illuminated front door armrests, footwell lighting, illuminated vanity mirrors, illuminated glovebox, front reading lights and reflected lighting of the centre console. Also includes lighting for the luggage compartment	•	•	S	S	£125.00	£150.00
8N6 4GP	**Light and rain sensors.** Automatic headlight activation, automatic windscreen wipers, coming home/leaving home function and sun band for windscreen	•	•	•	S	£104.17	£125.00
4L6 8N6 4GP	**Auto-dimming rear-view mirror.** Includes light and rain sensors	•	•	•	–	£204.17	£245.00
		–	–	–	•	£100.00	£120.00
	In combination with electronic climate control	•	•	•	–	£100.00	£120.00

Electronic climate control

Advanced key

Interior equipment

Order Code		SE	Sport	S line	S1	Basic RRP	Total RRP inc VAT
8N7 4L6 4GP	**High-beam assist.** Automatically adjusts headlights from high-beam to dipped-beam when another vehicle is approaching. Includes auto-dimming rear-view mirror and light and rain sensors. Only in combination with Driver's Information System	• – –	• – –	• – –	– • –	£287.50 £183.33 –	£345.00 £220.00 –
QE5	**Storage and luggage package**	•	•	•	•	£170.83	£205.00
6NQ	**Cloth headlining – Black.** Only in combination with LED interior light package	•	•	S	S	£137.50	£165.00
6E3	**Front centre armrest** with storage compartment	•	•	•	•	£104.17	£125.00
0TD	**Rear floor mats**	•	•	•	•	£50.00	£60.00
9JD	**Smoker's package**. Includes ashtray and cigarette lighter. Replaces storage compartment and 12V socket	•	•	•	•	£16.67	£20.00
YIT	**Illuminated door sill trims** on driver and front-passenger sides including A1 logo	–	•	–	–	£329.17	£395.00

Options are subject to availability and may extend delivery.

– = Not available
• = Available
S = Standard

RRP – Recommended Retail Price.

VAT is calculated at 20% but this may alter to reflect any change in the applicable VAT rate.

Front centre armrest

Illuminated door sill

Exterior equipment

Make sure your car looks exactly as you want it to by selecting some of our striking options.

Order Code		SE	Sport	S line	S1	Basic RRP	Total RRP inc VAT
PAF	**Door mirrors – folding.*** Includes automatic kerb view function, which tilts the passenger mirror downwards towards the kerb when reverse gear is engaged	●	●	●	●	£104.17	£125.00
3FB 4GP	**Open sky panoramic sunroof.** Comprising glass roof with electric slide-and-tilt control and sunshade at front and rear. Also includes convenience closing from outside via the central locking system. Only in combination with LED interior light package. Not available on S1 Sportback	●	●	●	●	£579.17	£695.00
4ZD	**High-gloss black styling package.** Radiator grille-frame and side air inlets in high-gloss black. Number plate holder and radiator grille in matt black. On S1, horizontal bars in radiator grille are in high-gloss black. When ordered with the quattro exterior styling package (WST), the front spoiler lip is in high gloss black	●	●	●	●	£395.83	£475.00
4KF	**Privacy glass.** Dark tinted glass from B-pillar backwards	●	●	●	●	£241.67	£290.00
1D7	**Tow-bar preparation.*** Please consult your local Audi Centre for full details on complete tow-bar fitting costs. Only in combination with storage and luggage package	●	●	●	–	£91.67	£110.00
2Z0	**Deletion of model and engine technology designation at rear**	●	●	●	●	No charge	No charge
2Z7	**Deletion of engine technology designation at rear**	●	●	●	–	No charge	No charge

Options are subject to availability and may extend delivery.

– = Not available
● = Available
S = Standard

*Please note that the door mirrors do not fold automatically when the engine is switched off. Mirrors are folded by turning the exterior mirror button.

RRP – Recommended Retail Price.

VAT is calculated at 20% but this may alter to reflect any change in the applicable VAT rate.

Panoramic sunroof

High-gloss black styling package (car shown in Audi exclusive exterior paint)

IN A 1017
A1

Safety and security

Intelligent technology designed to give you better all-round awareness and safety on the road.

Order Code		SE	Sport	S line	S1	Basic RRP	Total RRP inc VAT
7X1	**Acoustic parking system (rear only).** Aids parking by acoustically indicating distances to obstacles. Also available as part of the Comfort package – see page 68 for details	●	●	●	●	£287.50	£345.00
7X4	**Audi parking system plus (front and rear).** Aids parking by acoustically and visually indicating distances to obstacles	●	●	●	●	£495.83	£595.00
	In combination with Comfort package	●	●	●	●	£208.33	£250.00
8WB	**Front fog lights**	●	S	S	–	£116.67	£140.00
UG4	**Audi hill-hold assist.** Prevents roll-back on hills for up to 5 seconds by maintaining brake force (standard with S tronic transmission)	●	●	●	●	£54.17	£65.00

Options are subject to availability and may extend delivery.

– = Not available
● = Available
S = Standard

RRP – Recommended Retail Price.

VAT is calculated at 20% but this may alter to reflect any change in the applicable VAT rate.

Acoustic parking system - rear parking sensors

Front fog lights and Audi parking system plus - front parking sensors

NO STANDING
EXCEPT AUTHORIZED
VEHICLES
NYSOIG
quattro

Steering wheels

You can choose from a selection of advanced leather multi-function steering wheels, allowing you to control your audio system at the touch of a button.

Order Code		SE	Sport	S line	S1	Basic RRP	Total RRP inc VAT
2PV	**3-spoke leather Sports steering wheel**	●	–	–	–	£137.17	£165.00
2PK	**3-spoke leather multi-function flat-bottomed steering wheel with shift paddles**	–	–	●	–	£291.67	£350.00
2PF	**3-spoke leather multi-function flat-bottomed steering wheel**	–	–	●	●	£208.33	£250.00
1XW	**3-spoke leather Sports multi-function steering wheel.** Only in combination with Driver's Information System	●	S	S	S	£266.67	£320.00
1XX	**3-spoke leather Sports multi-function steering wheel with shift paddles.** Only available in combination with Driver's Information System (DIS) and S tronic models	●	S	S	–	£350.00	£420.00

Options are subject to availability and may extend delivery.

– = Not available
● = Available
S = Standard

RRP – Recommended Retail Price.

VAT is calculated at 20% but this may alter to reflect any change in the applicable VAT rate.

Multi-function steering wheel

S1 flat bottomed steering wheel

Please note on the image shown on page 75, exterior mirrors and spoiler are only available in body colour in the UK.

IN A 1008

Looking after your Audi

When you've chosen your ideal model, it's reassuring to know that it will remain in safe hands. That's why we've created products to protect your Audi, from extended warranties to Audi Complete – our comprehensive service and maintenance package. And there's also a range of Audi accessories and merchandise to choose from, enabling you to further enhance and safeguard your car.

Audi Complete

Audi Complete is a way to look after the servicing and maintenance costs for your Audi in a single package. You pay a one-off or monthly fee and we'll cover all your servicing, maintenance and tyres for the next three years, including your MOT. It means you only have to pay for fuel, insurance and your Road Fund Licence. So you can be reassured that your car will be maintained by trained Audi Technicians, using genuine Audi parts. You can also opt for our Service and Maintenance packages if you prefer.

Service Plan

Choosing an Audi Service Plan provides an easy way to cover all your car's scheduled servicing with a one-off payment. It can take care of everything from fluid and filter changes to your full service, ensuring you retain a full Audi service history. There are no servicing bills to plan for and you'll continue to benefit from today's prices for the length of your agreement.

**For further details on Service Schedules please see page 86.

Options are subject to availability and may extend delivery. A1 Service Plans are not available in the Channel Islands.

– = Not available
• = Available
S = Standard

RRP – Recommended Retail Price.

VAT is calculated at 20% but this may alter to reflect any change in the applicable VAT rate.

Order Code			A1	A1 Sportback	S1	S1 Sportback	Basic RRP	Total RRP inc VAT
–	**Audi Complete – Service and Maintenance.** Comprehensive care for your Audi covering all your servicing and maintenance for 3 years, as well as your MOT. Visit your local Audi Centre for further information or audi.co.uk/audicomplete for full details including terms and conditions	Monthly Direct Debit	•	•	–	–	£16.67	£20.00*
			–	–	•	•	£17.50	£21.00*
–	**Audi Complete – Service, Maintenance and Tyres.** Comprehensive care for your Audi covering all your servicing, maintenance and tyres for 3 years, as well as your MOT. Visit your local Audi Centre for further information or audi.co.uk/audicomplete for full details including terms and conditions	Monthly Direct Debit	•	•	–	–	£22.50	£27.00*
			–	–	•	•	£26.67	£32.00*

*Retail customers only. Pricing correct at time of print and based on a 3 years/30,000 miles agreement. All pricing is a 'starting from' price for the Audi A1 model range and is therefore subject to change and mileage/model dependent. If you drive under 10,000 miles per annum your vehicle will be placed on a fixed inspection service schedule. If your mileage tends to exceed 10,000 miles per annum it will be placed on the Flexible Service schedule.

Order Code		A1	A1 Sportback	S1	S1 Sportback	Basic RRP	Total RRP inc VAT
–	**Audi Service Plan – LongLife Service Schedule.**** Comprehensive package covering servicing costs for 5 years or 50,000 miles, whichever comes sooner. Your A1 should be placed on the LongLife Service Schedule if you drive over 10,000 miles per annum. Visit audi.co.uk or your local Audi Centre for full details, including terms, conditions and exclusions. For retail customers only	•	•	•	•	£240.83	£289.00
–	**Audi Service Plan – Fixed Inspection Service Schedule.**** Comprehensive package covering servicing costs for 5 years or 50,000 miles, whichever comes sooner. Your A1 should be placed on the Fixed Inspection Service Schedule if you drive under 10,000 miles per annum. Visit audi.co.uk or your local Audi Centre for full details, including terms and conditions. For retail customers only	•	•	•	•	£375.00	£450.00

Warranty

All new Audi models now come with a choice of a three, four or five-year warranty.† What's more, if you decide to sell your Audi before the warranty expires, it will be fully transferred to the new owner. So, whichever length of warranty you choose, you can forget about unexpected repair bills and enjoy several years of carefree driving.

Order Code		A1	S1	Basic RRP	Total RRP inc VAT
–	**Audi Warranty,** covering you for unlimited mileage in the first 2 years of ownership, and up to 60,000 miles in the third year. Transferable between owners††	S	S	No charge	No charge
EA6	**Audi Warranty,** covering you for up to 4 years or 75,000 miles, whichever comes soonest. Cover includes a 2-year unlimited mileage warranty, and up to 75,000 miles in the third and fourth years. Transferable between owners††	•	•	£195.83	£235.00
EA9	**Audi Warranty,** covering you for up to 5 years or 90,000 miles, whichever comes soonest. Cover includes a 2-year unlimited mileage warranty, and up to 90,000 miles in the third, fourth and fifth years. Transferable between owners††	•	•	£416.67	£500.00

Options are subject to availability and may extend delivery.

†Three-year warranty consists of a two-year unlimited mileage warranty and a third-year warranty with a 60,000 mile limitation. Four-year warranty consists of two-year unlimited mileage coverage, and two further years' coverage with a 75,000 mile limitation. Five-year warranty consists of two-year unlimited mileage coverage, and three further years' coverage with a 90,000 mile limitation.

††Only available prior to registration of your Audi A1. Please contact your Audi Centre for full details.

– = Not available
• = Available
S = Standard

RRP – Recommended Retail Price.

VAT is calculated at 20% but this may alter to reflect any change in the applicable VAT rate.

Accessories

Choosing an Audi isn't just a matter of deciding on the model you want; it's about creating a car that suits your needs perfectly. And that's why we've developed a whole range of accessories to enhance your A1, enabling you to customise it down to the last detail. Like your Audi, all these accessories are developed to the highest possible standard and they're all available exclusively from Audi. To find out more, just visit your local Audi Centre.

Warranty

All of the accessories available on the A1 are covered by a three-year warranty* if they are ordered and included in the purchase price of the car at date of delivery. Any accessories ordered and installed after delivery include a two-year warranty.*

*Excluding Road Angel products.

Audi Accessories warranty terms and conditions can be found at audi.co.uk

Merchandise

From the enthusiasts' motorsport collection to the sophisticated Audi collection, there's a wide variety of adults' and children's clothing, lifestyle accessories and collectables, all of which bear the Audi name.

Please speak to a member of our team at your local Audi Centre to see the full Audi collection and to place an order. A selection of Audi merchandise is also available to buy from **audi.co.uk/merchandise**

The Audi Difference

The experts in Vorsprung durch Technik

Our Audi Approved Master Technicians have undergone an impressive 100,000 hours of training over a 10-year programme to ensure they have the latest technical expertise for maintaining and servicing your Audi. All our Service Advisors undergo a specialist induction and training to ensure they are Audi professionals and able to talk to you about any issues you may have with your Audi vehicle.

Servicing tailored to your needs

Regular servicing is key to safeguarding your Audi's performance and a full Audi service history could help you enhance the future re-sale value. To make servicing easy, the Audi Service Schedules have been designed to work with your individual driving style and vehicle.

We offer two different schedules: the Fixed Inspection Service and the Flexible Service schedule. The conventional Fixed Inspection Service schedule has fixed intervals for the Oil-change Service and Inspection Service, which are determined by time and distance.

With the Flexible Service schedule, the Inspection Service intervals are also fixed but the Oil-change Service intervals are variable. Sensors take account of driving style and conditions to determine when the Oil-change Service is required and the driver is informed via the on-board service interval display.

The choice of Service Schedule will depend on journey type and mileage as well as individual driving style and conditions. The table to the right can be used for guidance but your Audi Centre will help you to determine the most suitable Service schedule for you based on your individual circumstances and preferences.

Fixed Inspection Service Schedule

	Vehicle usage:
Mileage	Less than 10,000 miles per annum Mainly city/town centre driving. Short journeys.
	Service Intervals:
Oil-change Service	Fixed to every 9,000† miles/1 year
Inspection Service	Fixed to every 19,000† miles/2 years

Flexible Service Schedule

	Vehicle usage:
Mileage	More than 10,000 miles per annum Motorway and main road driving. Mainly longer distance journeys. Constant speeds.
	Service Intervals:
Oil-change Service	Variable to a maximum of every 19,000† miles/2 years
Inspection Service	Fixed to every 19,000† miles/2 years

When a vehicle is frequently used in the following conditions, we recommend a Fixed Inspection Service Schedule, regardless of mileage:

Uneconomical driving styles, e.g. heavy acceleration and braking, constant use of high revs

High engine-loading conditions, e.g. frequent towing and hill climbs

†As indicated by the service interval display. Mileages are approximate as the Service Indicator system uses kilometres as its distance measurement.

Your convenience comes first

At Audi you can choose from a range of convenient services that suit your needs. Why not book a 'service while you wait' appointment* and enjoy our complimentary refreshments while your car is with us? Or, if you need to be mobile, take advantage of one of our courtesy cars which we can even deliver to you.* We guarantee we can service your Audi within 5 days without a courtesy car or within 10 days if you need transport. We will also ensure your car is returned to you with a full valet.

Audi Genuine Parts

You can rest assured that only Audi Genuine Parts will be used on your vehicle. What's more, Audi parts and labour come with a 2-year guarantee.**

No hidden costs

We believe strongly in transparency when it comes to our prices. For added peace of mind, we will give you a quotation over the phone for the work you have requested and email you the price confirmation. We'll consult you if any additional work on your car is needed when it is with us. We won't carry out any extra work without asking your permission first.

All part of the service

Whenever we see an Audi for a service, we connect it directly to our headquarters in Ingolstadt which enables us to check your car's software and make sure it's as up-to-date as possible. If the factory has released a software upgrade for your model, it can be applied immediately – improving anything from your car's efficiency to the precision of its parking system.

Audi Roadside Assistance

Your new car comes complete with 3 years' complimentary roadside assistance and recovery across the UK, provided by Automobile Association Insurance Services Limited. Also included is roadside assistance throughout Europe, managed by Automobile Association Insurance Services Limited.

For further information and terms and conditions please visit audi.co.uk

*Subject to availability.

**Excludes wear and tear.

A1 technical data

	Petrol				Diesel	
Engine	**1.4 TFSI**	**1.4 TFSI**	**1.4 TFSI***	**1.4 TFSI***	**1.6 TDI**	**1.6 TDI**
Transmission	6-speed manual	7-speed S tronic	6-speed manual	7-speed S tronic	5-speed manual	7-speed S tronic
Cylinder	4–cylinder	4–cylinder	4-cylinder	4–cylinder	4–cylinder	4–cylinder
Displacement, cubic cm	1395	1395	1395	1395	1598	1598
Max. power[1], PS at rpm	125/5000	125/5000	150/5000	150/5000	116/1500-3250	116/1500-3250
Max. torque, Nm at rpm	200/1400–4000	200/1400–4000	250/1500-3500	250/1500-3500	250/3500–4000	250/3500–4000
Top speed[2], mph	127	127	134	134	124	124
0-62mph acceleration, seconds	8.8	8.8	7.8	7.8	9.4	9.4
ABI insurance group 1-50†	TBC	TBC	TBC	TBC	TBC	TBC
Unladen weight[3], kg	1080	1115	1120	1130	1150	1175
Gross weight limit, kg	1530	1565	1570	1580	1600	1625
Roof load limit/nose weight, kg	75/50	75/50	75/50	75/50	75/50	75/50
Max trailer load unbraked[4], kg	570	590	590	600	610	620
Max trailer load with 12% gradient[4], kg	1200	1200	1200	1200	1200	1200
Max trailer load with 8% gradient[4], kg	1200	1200	1200	1200	1200	1200
Luggage compartment capacity, rear seats upright, litres**	270	270	270	270	270	270
Luggage compartment capacity, rear seats folded, litres**	920	920	920	920	920	920
Fuel tank capacity approx, litres	45	45	45	45	45	45
Emission standard	EU6	EU6	EU6	EU6	EU6	EU6

*1.4 TFSI engine with Audi cylinder-on-demand technology.

**Please note that luggage capacity is reduced when a BOSE® surround sound system or Technology package is fitted.

†Highest insurance group rating shown. Group may be lower dependent on trim level. Please visit www.thatcham.org/abigrouprating for details.

Please note: The maximum power output figures are quoted in PS (or Pferdestärke, which is the metric equivalent of brake horsepower). To convert to brake horsepower, divide the PS figure by 1.0139.

[1]The given value was obtained in accordance with the specified measurement procedure (the respective current version of the Directive 80/1269/EEC).

[2]Top speed is achieved in top gear.

[3]Vehicle's unladen weight without driver (calculated in accordance with the current version of Directive 80/1268/EEC). The fitting of additional equipment may increase the vehicle's unladen weight and drag coefficient, whereupon the potential carrying capacity and top speed will be correspondingly reduced.

[4]The engine's power output always goes down with increasing altitude. At 1,000m above sea level, and for every additional 1,000m, deduct 10% from the weight of the outfit (trailer load limit + gross weight of the towing vehicle).

A1
technical data

		Petrol				Diesel	
Engine		1.4 TFSI	1.4 TFSI	1.4 TFSI*	1.4 TFSI*	1.6 TDI	1.6 TDI
Transmission		6-speed manual	7-speed S tronic	6-speed manual	7-speed S tronic	5-speed manual	7-speed S tronic
Max. power[1], PS at rpm		125/5000	125/5000	150/5000	150/5000	116/1500-3250	116/1500-3250
CO_2 emissions[2], g/km	15" wheels	-	-	-	-	92	97
	16" wheels	115	112	-	-	92	97
	17" wheels	117	113	112	111	93	98
	18" wheels	120	117	117	116	97	103
Benefit in kind (BIK)%	15" wheels	-	-	-	-	14%	15%
	16" wheels	16%	15%	-	-	14%	15%
	17" wheels	16%	15%	15%	15%	14%	15%
	18" wheels	17%	16%	16%	16%	15%	16%
Fuel consumption[2], mpg (l/100km) Urban	15" wheels	-	-	-	-	65.7 (4.3)	65.7 (4.3)
	16" wheels	44.1 (6.4)	45.6 (6.2)	-	-	65.7 (4.3)	65.7 (4.3)
	17" wheels	43.5 (6.5)	45.6 (6.2)	47.1 (6.0)	47.9 (5.9)	65.7 (4.3)	65.7 (4.3)
	18" wheels	42.8 (6.6)	44.8 (6.3)	46.3 (6.1)	46.3 (6.1)	64.2 (4.4)	62.7 (4.5)
Fuel consumption[2], mpg (l/100km) Extra Urban	15" wheels	-	-	-	-	91.1 (3.1)	83.1 (3.4)
	16" wheels	68.9 (4.1)	67.3 (4.2)	-	-	91.1 (3.1)	83.1 (3.4)
	17" wheels	68.9 (4.1)	65.7 (4.3)	68.9 (4.1)	67.3 (4.2)	91.1 (3.1)	83.1 (3.4)
	18" wheels	65.7 (4.3)	64.2 (4.4)	65.7 (4.3)	64.2 (4.4)	85.6 (3.3)	78.4 (3.6)
Fuel consumption[2], mpg (l/100km) Combined	15" wheels	-	-	-	-	80.7 (3.5)	76.3 (3.7)
	16" wheels	57.6 (4.9)	57.6 (4.9)	-	-	80.7 (3.5)	76.3 (3.7)
	17" wheels	56.5 (5.0)	56.5 (5.0)	58.9 (4.8)	58.9 (4.8)	80.7 (3.5)	76.3 (3.7)
	18" wheels	55.4 (5.1)	55.4 (5.1)	56.5 (5.0)	56.5 (5.0)	76.3 (3.7)	72.4 (3.9)

[1]The given value was obtained in accordance with the specified measurement procedure (the respective current version of the Directive 80/1269/EEC).

[2]Fuel consumption and CO_2 emissions figures are obtained under standardised test conditions (Directive 93/116/EEC) using a representative model. This allows direct comparison between different models from different manufacturers, but may not represent the actual fuel consumption achieved in 'real world' driving conditions. More information is available at www.dft.gov.uk/vca

Please note: The maximum power output figures are quoted in PS (or Pferdestärke, which is the metric equivalent of brake horsepower). To convert to brake horsepower, divide the PS figure by 1.0139.

S1 quattro technical data

	Petrol
Engine	**S1 quattro**
Transmission	6-speed manual
Cylinder	4–cylinder
Displacement, cubic cm	1984
Max. power[1], PS at rpm	231/6000
Max. torque, Nm at rpm	370/1600-3000
Top speed[2], mph	155*
0-62mph acceleration, seconds	5.8
ABI insurance group 1-50†	33E
Unladen weight[4], kg	1315
Gross weight limit, kg	1765
Roof load limit/nose weight, kg	75/N/A
Max trailer load unbraked[5], kg	N/A
Max trailer load with 12% gradient[5], kg	N/A
Max trailer load with 8% gradient[5], kg	N/A
Luggage compartment capacity, rear seats upright, litres**	210
Luggage compartment capacity, rear seats folded, litres**	860
Fuel tank capacity approx, litres	45
Emission standard	EU6

		Petrol
Engine		**S1 quattro**
CO_2 emissions[3], g/km	17" wheels	162
	18" wheels	166
Benefit in kind (BIK)%	17" wheels	25%
	18" wheels	26%
Fuel consumption[3], mpg (l/100km) Urban	17" wheels	31.0 (9.1)
	18" wheels	30.7 (9.2)
Fuel consumption[3], mpg (l/100km) Extra Urban	17" wheels	48.7 (5.8)
	18" wheels	47.9 (5.9)
Fuel consumption[3], mpg (l/100km) Combined	17" wheels	40.4 (7.0)
	18" wheels	39.2 (7.2)

*Electronically limited.

**Please note that luggage capacity is reduced when a BOSE® surround sound system or Technology package is fitted.

†Highest insurance group rating shown. Group may be lower dependent on trim level. Please visit www.thatcham.org/abigrouprating for details.

Please note: The maximum power output figures are quoted in PS (or Pferdestärke, which is the metric equivalent of brake horsepower). To convert to brake horsepower, divide the PS figure by 1.0139.

[1]The given value was obtained in accordance with the specified measurement procedure (the respective current version of the Directive 80/1269/EEC).

[2]Top speed is achieved in top gear.

[3]Fuel consumption and CO_2 emissions figures are obtained under standardised test conditions (Directive 93/116/EEC) using a representative model. This allows direct comparison between different models from different manufacturers, but may not represent the actual fuel consumption achieved in 'real world' driving conditions. More information is available at www.dft.gov.uk/vca

[4]Vehicle's unladen weight without driver (calculated in accordance with the current version of Directive 80/1268/EEC). The fitting of additional equipment may increase the vehicle's unladen weight and drag coefficient, whereupon the potential carrying capacity and top speed will be correspondingly reduced.

[5]Vehicle not suitable for towing equipment.

A1 Sportback technical data

	Petrol				Diesel	
Engine	**1.4 TFSI**	**1.4 TFSI**	**1.4 TFSI***	**1.4 TFSI***	**1.6 TDI**	**1.6 TDI**
Transmission	6-speed manual	7-speed S tronic	6-speed manual	7-speed S tronic	5-speed manual	7-speed S tronic
Cylinder	4–cylinder	4–cylinder	4-cylinder	4–cylinder	4–cylinder	4–cylinder
Displacement, cubic cm	1395	1395	1395	1395	1598	1598
Max. power[1], PS at rpm	125/5000	125/5000	150/5000	150/5000	116/1500-3250	116/1500-3250
Max. torque, Nm at rpm	200/1400–4000	200/1400–4000	250/1500-3500	250/1500-3500	250/3500–4000	250/3500–4000
Top speed[2], mph	127	127	134	134	124	124
0-62mph acceleration, seconds	8.9	8.9	7.9	7.9	9.5	9.4
ABI insurance group 1-50†	TBC	TBC	TBC	TBC	TBC	TBC
Unladen weight[3], kg	1105	1140	1145	1155	1175	1200
Gross weight limit, kg	1625	1660	1645	1655	1695	1720
Roof load limit/nose weight, kg	75/50	75/50	75/50	75/50	75/50	75/50
Max trailer load unbraked[4], kg	590	600	610	610	620	630
Max trailer load with 12% gradient[4], kg	1200	1200	1200	1200	1200	1200
Max trailer load with 8% gradient[4], kg	1200	1200	1200	1200	1200	1200
Luggage compartment capacity, rear seats upright, litres**	270	270	270	270	270	270
Luggage compartment capacity, rear seats folded, litres**	920	920	920	920	920	920
Fuel tank capacity approx, litres	45	45	45	45	45	45
Emission standard	EU6	EU6	EU6	EU6	EU6	EU6

*1.4 TFSI engine with Audi cylinder-on-demand technology.

**Please note that luggage capacity is reduced when a BOSE® surround sound system or Technology package is fitted.

†Highest insurance group rating shown. Group may be lower dependent on trim level. Please visit www.thatcham.org/abigrouprating for details.

Please note: The maximum power output figures are quoted in PS (or Pferdestärke, which is the metric equivalent of brake horsepower). To convert to brake horsepower, divide the PS figure by 1.0139.

[1]The given value was obtained in accordance with the specified measurement procedure (the respective current version of the Directive 80/1269/EEC).

[2]Top speed is achieved in top gear.

[3]Vehicle's unladen weight without driver (calculated in accordance with the current version of Directive 80/1268/EEC). The fitting of additional equipment may increase the vehicle's unladen weight and drag coefficient, whereupon the potential carrying capacity and top speed will be correspondingly reduced.

[4]The engine's power output always goes down with increasing altitude. At 1,000m above sea level, and for every additional 1,000m, deduct 10% from the weight of the outfit (trailer load limit + gross weight of the towing vehicle).

A1 Sportback technical data

		Petrol				Diesel	
Engine		1.4 TFSI	1.4 TFSI	1.4 TFSI*	1.4 TFSI*	1.6 TDI	1.6 TDI
Transmission		6-speed manual	7-speed S tronic	6-speed manual	7-speed S tronic	5-speed manual	7-speed S tronic
Max. power[1], PS at rpm		125/5000	125/5000	150/5000	150/5000	116/1500-3250	116/1500-3250
CO_2 emissions[2], g/km	15" wheels	-	-	-	-	92	97
	16" wheels	118	112	-	-	92	97
	17" wheels	119	113	112	111	93	98
	18" wheels	119	117	117	116	97	103
Benefit in kind (BIK)%	15" wheels	-	-	-	-	14%	15%
	16" wheels	16%	15%	-	-	14%	15%
	17" wheels	16%	15%	15%	15%	14%	15%
	18" wheels	16%	16%	16%	16%	15%	16%
Fuel consumption[2], mpg (l/100km) Urban	15" wheels	-	-	-	-	65.7 (4.3)	65.7 (4.3)
	16" wheels	42.8 (6.6)	45.6 (6.2)	-	-	65.7 (4.3)	65.7 (4.3)
	17" wheels	42.8 (6.6)	45.6 (6.2)	47.1 (6.0)	47.9 (5.9)	65.7 (4.3)	65.7 (4.3)
	18" wheels	42.1 (6.7)	44.8 (6.3)	46.3 (6.1)	46.3 (6.1)	64.2 (4.4)	62.7 (4.5)
Fuel consumption[2], mpg (l/100km) Extra Urban	15" wheels	-	-	-	-	91.1 (3.1)	83.1 (3.4)
	16" wheels	67.3 (4.2)	67.3 (4.2)	-	-	91.1 (3.1)	83.1 (3.4)
	17" wheels	67.3 (4.2)	65.7 (4.3)	68.9 (4.1)	67.3 (4.2)	91.1 (3.1)	83.1 (3.4)
	18" wheels	64.2 (4.4)	64.2 (4.4)	65.7 (4.3)	64.2 (4.4)	85.6 (3.3)	78.4 (3.6)
Fuel consumption[2], mpg (l/100km) Combined	15" wheels	-	-	-	-	80.7 (3.5)	76.3 (3.7)
	16" wheels	55.4 (5.1)	57.6 (4.9)	-	-	80.7 (3.5)	76.3 (3.7)
	17" wheels	55.4 (5.1)	56.5 (5.0)	58.9 (4.8)	58.9 (4.8)	80.7 (3.5)	76.3 (3.7)
	18" wheels	54.3 (5.2)	55.3 (5.1)	56.5 (5.0)	56.5 (5.0)	76.3 (3.7)	72.4 (3.9)

[1]The given value was obtained in accordance with the specified measurement procedure (the respective current version of the Directive 80/1269/EEC).

[2]Fuel consumption and CO_2 emissions figures are obtained under standardised test conditions (Directive 93/116/EEC) using a representative model. This allows direct comparison between different models from different manufacturers, but may not represent the actual fuel consumption achieved in 'real world' driving conditions. More information is available at www.dft.gov.uk/vca

Please note: The maximum power output figures are quoted in PS (or Pferdestärke, which is the metric equivalent of brake horsepower). To convert to brake horsepower, divide the PS figure by 1.0139.

S1 Sportback quattro Petrol technical data

	Petrol
Engine	**S1 quattro**
Transmission	6-speed manual
Cylinder	4–cylinder
Displacement, cubic cm	1984
Max. power[1], PS at rpm	231/6000
Max. torque, Nm at rpm	370/1600-3000
Top speed[2], mph	155*
0-62mph acceleration, seconds	5.9
ABI insurance group 1-50†	33E
Unladen weight[4], kg	1340
Gross weight limit, kg	1790
Roof load limit/nose weight, kg	75/N/A
Max trailer load unbraked[5], kg	N/A
Max trailer load with 12% gradient[5], kg	N/A
Max trailer load with 8% gradient[5], kg	N/A
Luggage compartment capacity, rear seats upright, litres**	210
Luggage compartment capacity, rear seats folded, litres**	860
Fuel tank capacity approx, litres	45
Emission standard	EU6

		Petrol
Engine		**S1 quattro**
CO_2 emissions[3], g/km	17” wheels	166
	18” wheels	168
Benefit in kind (BIK)%	17” wheels	26%
	18” wheels	26%
Fuel consumption[3], mpg (l/100km) Urban	17” wheels	30.7 (9.2)
	18” wheels	30.4 (9.3)
Fuel consumption[3], mpg (l/100km) Extra Urban	17” wheels	47.9 (5.9)
	18” wheels	47.1 (6.0)
Fuel consumption[3], mpg (l/100km) Combined	17” wheels	39.8 (7.1)
	18” wheels	38.7 (7.3)

*Electronically limited.

**Please note that luggage capacity is reduced when a BOSE® surround sound system or Technology package is fitted.

†Highest insurance group rating shown. Group may be lower dependent on trim level. Please visit www.thatcham.org/abigrouprating for details.

Please note: The maximum power output figures are quoted in PS (or Pferdestärke, which is the metric equivalent of brake horsepower). To convert to brake horsepower, divide the PS figure by 1.0139.

[1]The given value was obtained in accordance with the specified measurement procedure (the respective current version of the Directive 80/1269/EEC).

[2]Top speed is achieved in top gear.

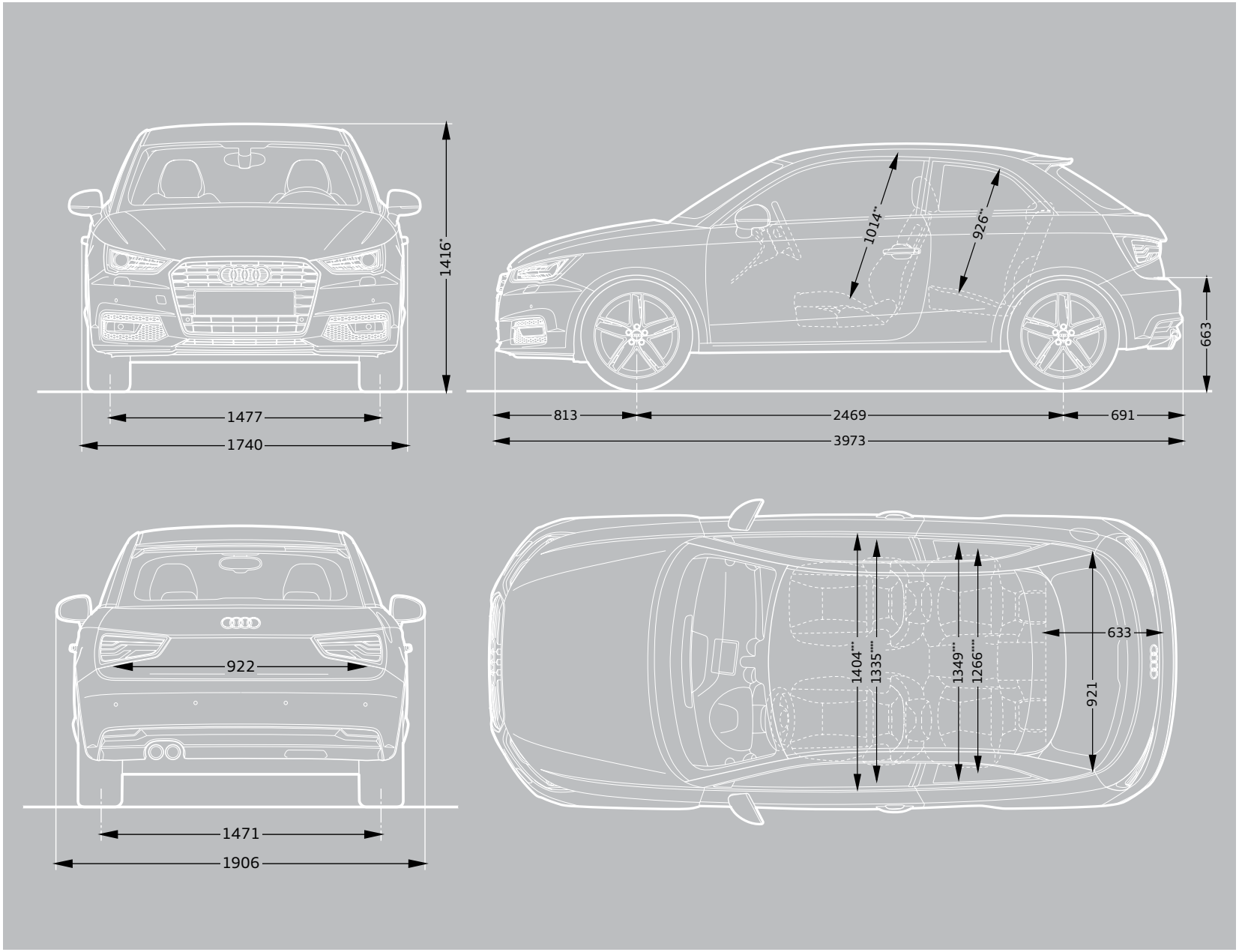
[3]Fuel consumption and CO_2 emissions figures are obtained under standardised test conditions (Directive 93/116/EEC) using a representative model. This allows direct comparison between different models from different manufacturers, but may not represent the actual fuel consumption achieved in ‘real world’ driving conditions. More information is available at www.dft.gov.uk/vca

[4]Vehicle’s unladen weight without driver (calculated in accordance with the current version of Directive 80/1268/EEC). The fitting of additional equipment may increase the vehicle’s unladen weight and drag coefficient, whereupon the potential carrying capacity and top speed will be correspondingly reduced.

[5]Vehicle not suitbale for towing equipment.

A1 dimensions

The technical drawings opposite show the exact dimensions of the A1, so you can check everything – from whether the car will fit in your garage to whether your luggage will fit in the boot.



Dimensions were measured with vehicle at unladen weight.

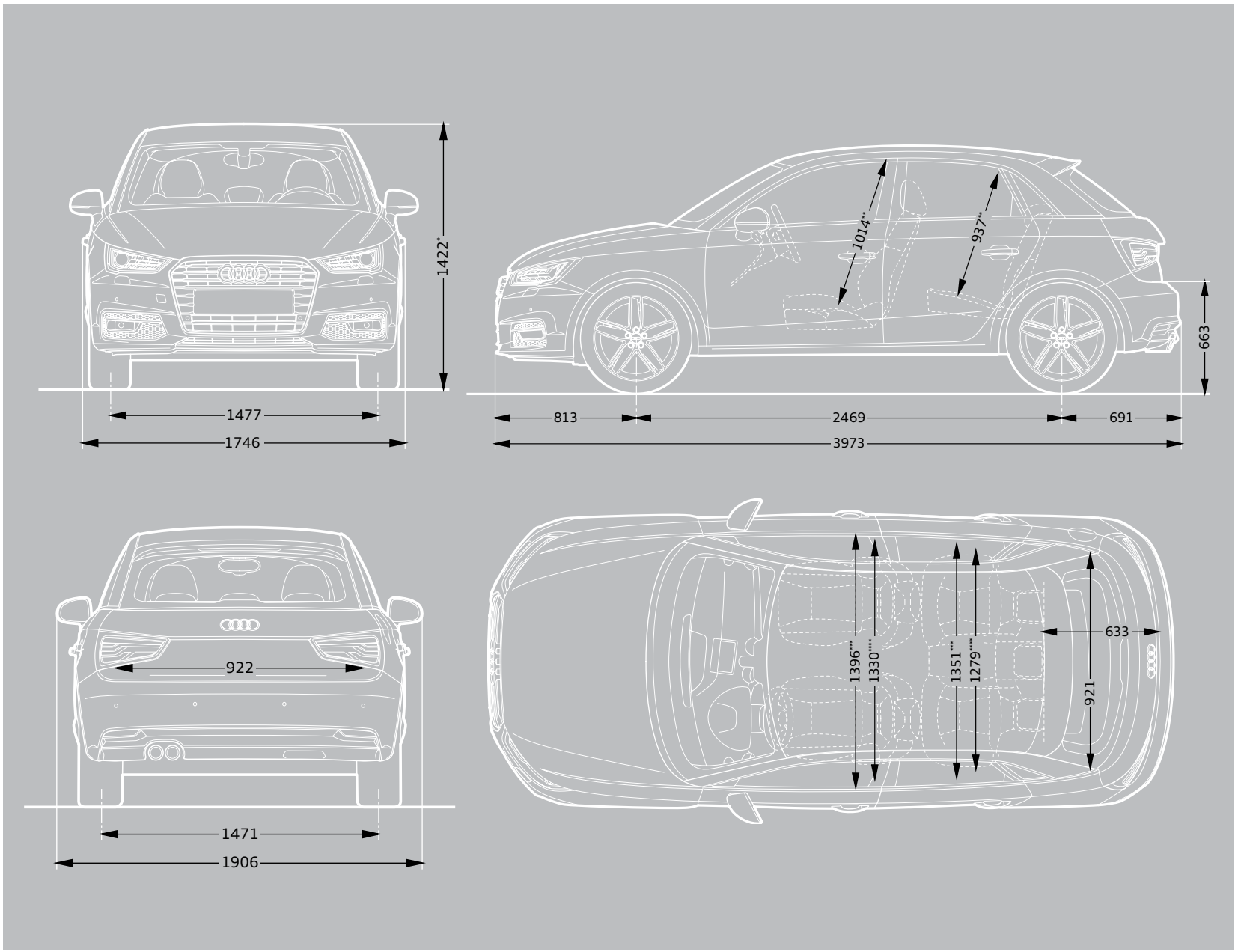
Turning circle approx 10.7m.

Dimensions in millimetres.

*Maximum headroom
**Elbow room width
***Shoulder room width

A1 Sportback dimensions

The technical drawings opposite show the exact dimensions of the A1 Sportback, so you can check everything – from whether the car will fit in your garage to whether your luggage will fit in the boot.



Dimensions were measured with vehicle at unladen weight.

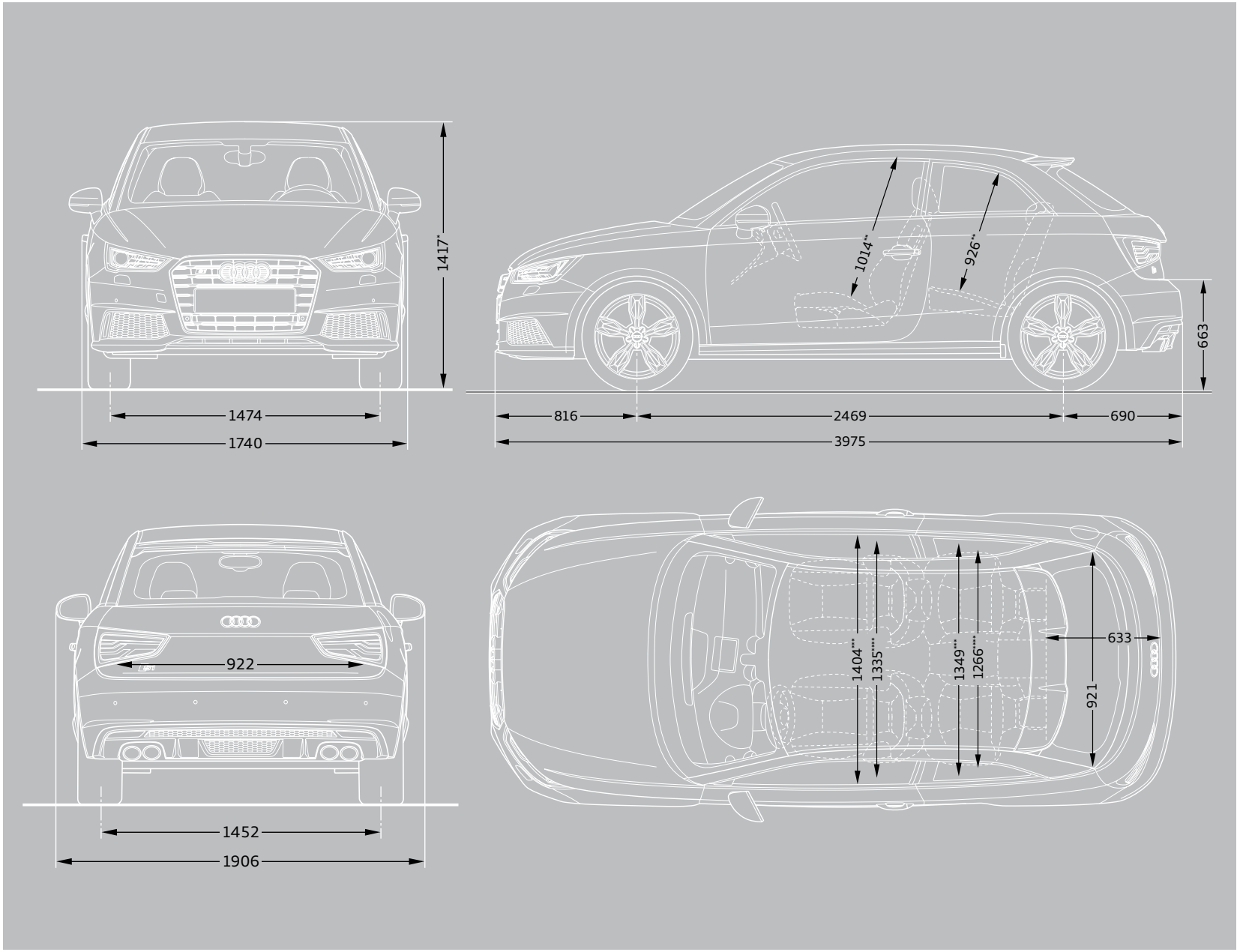
Turning circle approx 10.7m.

Dimensions in millimetres.

*Maximum headroom
**Elbow room width
***Shoulder room width

S1 dimensions

The technical drawings opposite show the exact dimensions of the S1, so you can check everything – from whether the car will fit in your garage to whether your luggage will fit in the boot.



Dimensions were measured with vehicle at unladen weight.

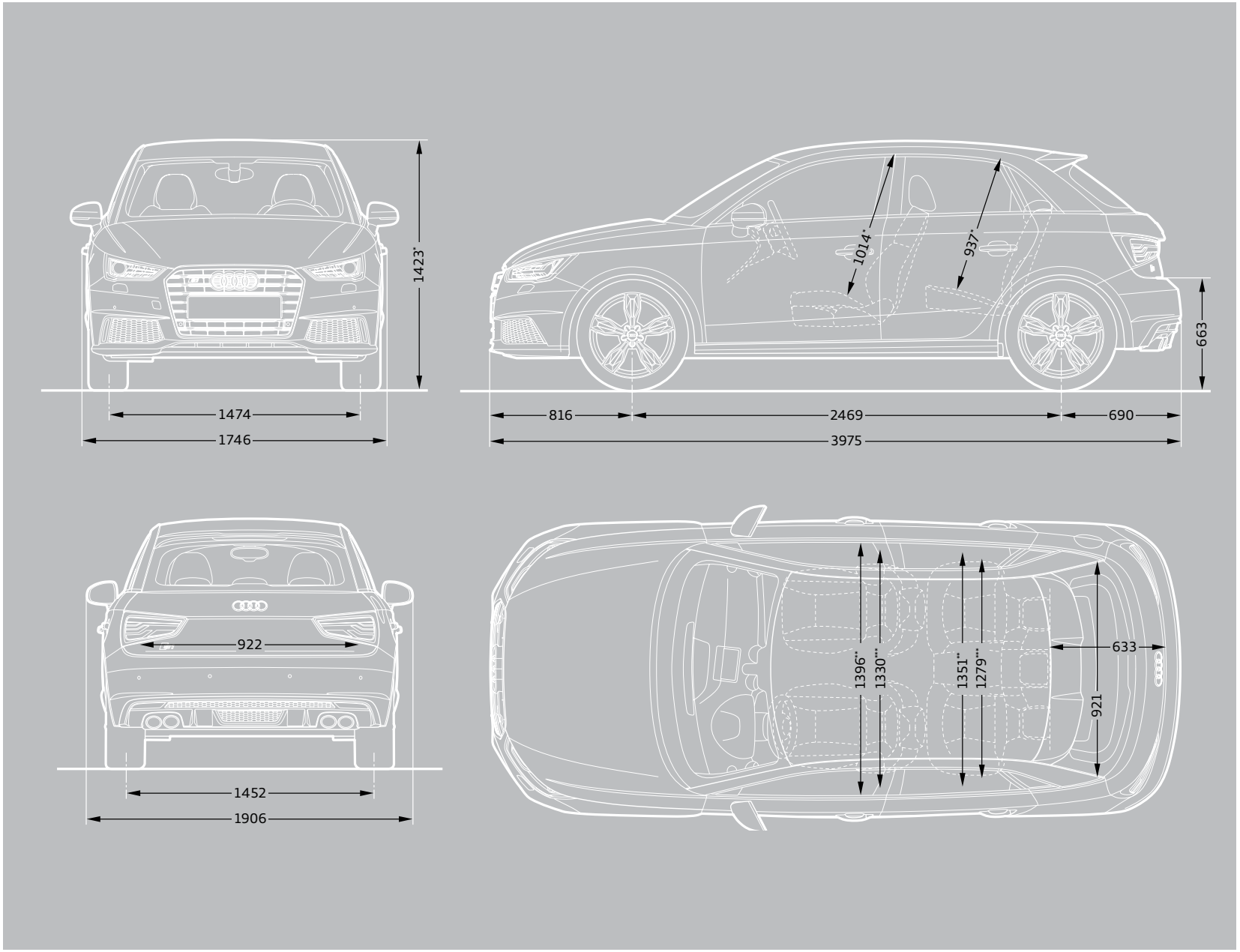
Turning circle approx 10.7m.

Dimensions in millimetres.

*Including roof aerial, the vehicle height is 1,438mm
**Maximum headroom
***Elbow room width
****Shoulder room width

S1 Sportback dimensions

The technical drawings opposite show the exact dimensions of the A1, so you can check everything – from whether the car will fit in your garage to whether your luggage will fit in the boot.



Dimensions were measured with vehicle at unladen weight.

Turning circle approx 10.7m.

Dimensions in millimetres.

*Including roof aerial, the vehicle height is 1,441mm
**Maximum headroom
***Elbow room width
****Shoulder room width

Pricing and Additional information

Welcome to Audi

By placing an order for your Audi, you're choosing to get behind the wheel of one of the most sophisticated cars on the road. And because we believe the service we offer should be just as advanced, we want to let you know exactly what you can expect from us, now and in the future.

We've agreed a set of standards with all our Centres which governs the way we do business with you. It outlines the kind of service we promise to deliver for every customer, right down to filling each new Audi we sell with half a tank of fuel.

So whether you're interested in the date your car will arrive in the UK or the way we'll dispose of non-biodegradable materials after we service your Audi, you can have total confidence in us.

Audi Promise

Audi Centres

We guarantee that all our Centres will be open as follows:

Sales: Monday to Friday 9am–6pm
Saturday 9am–5pm

Service: Monday to Friday 8am–6pm
Saturday 8.30am–1pm

Sunday opening is at local discretion.

New car delivery

Once we've confirmed a delivery date for your car, we'll keep you informed of progress. Subject to reasonable notice, we'll then deliver it to a place of your choice, whether that's your home or work. In the unlikely event of a delay, we'll provide a courtesy car to minimise inconvenience and keep you mobile.

Environmental commitment

We promise to dispose of all non-biodegradable materials from your vehicle in a responsible manner.

Pricing

Prices and specifications given are correct at the time of printing. Always check details with your Audi Centre as Audi policies are continually developing. We reserve the right to change prices or specifications at any time.

All prices are subject to VAT, currently charged at 20%, but this may alter to reflect any change in the applicable VAT rate.

Delivery charges and number plates are not included in the vehicle price.

Delivery charge	£471.66
Number plate	£20.00
VAT	£98.34
Total	£590.00

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Every new Audi benefits from the comprehensive Audi Customer Care Package, which comprises:

- A 3-year Audi warranty, which covers you for unlimited mileage in the first 2 years of ownership, with a full mechanical and electrical warranty which covers you for up to 60,000 miles in the 3rd year
- A 3-year paint warranty
- A 12-year anti-corrosion warranty
- 3 years' UK roadside assistance and recovery

You also have the option when ordering your new car of choosing a 4-year or 5-year Audi warranty. Speak to a member of the sales team for more information.

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If you are entitled to purchase a vehicle free of VAT, normally through military or diplomatic privilege, please contact your local Audi Centre for full details.

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Audi Finance specialises in providing funding solutions for Audi drivers. Whether your Audi is for private or business use, there is a range of funding options to choose from.

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- Hire purchase
- Lease purchase
- Finance lease
- Contract hire

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Audi Insurance

We want you to start enjoying your new car from day one and thanks to Audi Insurance complimentary 7-day cover, you can. Call free on 0800 316 7893 (lines are open Monday to Friday 8am–9pm, and Saturday 9am–5pm), provide a few details and a cover note will be sent to your Audi Centre. They will then tax your car and you can drive it away.

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CO_2 data and information

CO_2 emissions-based Vehicle Excise Duty

Vehicle Excise Duty (Road Fund Licence) is based upon the amount of Carbon Dioxide (CO_2) a vehicle emits, measured in grams per kilometre (g/km). First year VED rates apply to the first year of ownership. Annual VED rates apply thereafter. The DVLA has created thirteen categories:

Petrol and Diesel engines	First year	Annual rate (second year onwards)
A – up to 100g/km	£0.00	£0.00
B – 101 to 110g/km	£0.00	£20.00
C – 111 to 120g/km	£0.00	£30.00
D – 121 to 130g/km	£0.00	£110.00
E – 131 to 140g/km	£130.00	£130.00
F – 141 to 150g/km	£145.00	£145.00
G – 151 to 165g/km	£180.00	£180.00
H – 166 to 175g/km	£290.00	£205.00
I – 176 to 185g/km	£345.00	£225.00
J – 186 to 200g/km	£485.00	£265.00
K – 201 to 225g/km	£635.00	£285.00
L – 226 to 255g/km	£860.00	£485.00
M – over 255g/km	£1,090.00	£500.00

Vehicle Excise Duty (VED) rates correct at time of going to print, but these may alter to reflect any change in the applicable VED rate.

Audi Connect

An external data source is required to enable Audi Connect online services. One of two can be used:

1. A mobile telephone with Bluetooth SIM Access Profile – to check the compatibility of your mobile phone and whether it has SIM Access Profile compatibility, please visit www.audi.co.uk/phonecompatibility
2. A separate SIM card which can be inserted in the included SIM card reader. When a separate SIM card is used, hands-free phone calls are possible using the SIM card or by connecting a different mobile telephone via Bluetooth Hands Free Profile

Online services are only available for mobile phone contracts or SIM cards which include a data option. Online services will only be available within the coverage of the mobile phone network; there may be additional costs for the use of these services (charges and billing correspond to the personal mobile phone contract or SIM card contract). Due to high data volumes, a mobile phone contract including an unlimited or high usage data plan is strongly recommended. The content and scope of the online based services offered may vary.

The Audi Connect services are provided for at least one year from vehicle delivery. After 24 months from delivery of the vehicle, the term of the Audi Connect services will be extended free of charge once for 12 months.

Please note that the services received are also dependent on the capability of your mobile phone.

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The availability of services supported by Audi Connect varies from country to country.

IN S 1066

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Specifications and prices subject
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Printed in the UK
Edition 0.3 12/14
2015 Model Year

Images are for illustrative purposes only. Models shown are left-hand drive.